65

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 8 No. 3

WASHINGTON, D. C.
FEBRUARY 1, 1935

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR
FEB 2 1935
LIBRARY

Ask the Druggist!

We did.
Here's what he said:
"Radio advertising sells twice as much merchandise"
"Instantaneous response"
"The most modern way to reach the public"
"More convincing and permanent results."
etc.

AND . . .
86% of them *endorsed* WOR.*

FACT . . .
25 drug store products are *currently* being advertised over WOR.

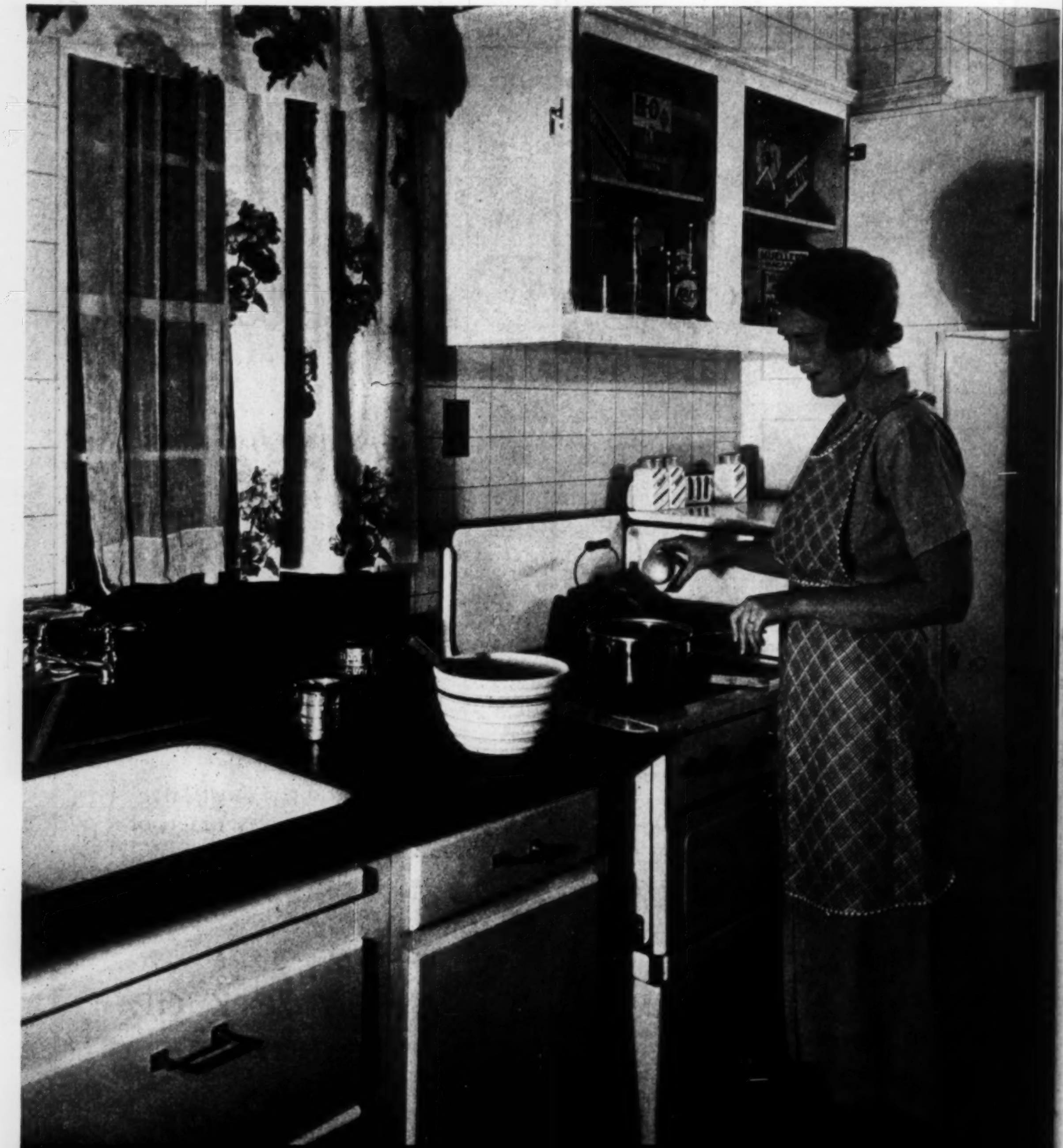
REASON . . .
WOR is the most economical and the most effective way to sell your product to the women of the metropolitan area.

WOR

1440 BROADWAY, NEW YORK CITY
Bamberger Broadcasting Service, Inc., Newark, New Jersey
Chicago: Wm. G. Rambeau, 360 N. Michigan Ave. Boston: James F. Fay, Statler Bldg.

**Would you like to see the investigation?*

She does what



• Thousands of women each week visit in person this kitchen in America's Little House. Millions of women listen, in their own kitchens and living rooms, to the Columbia Network programs broadcast regularly from the special studio in the "Little House."

T
in
B
b
w
th
th
m
th
it'
ily
sc
ar
th
liv
*W

CO
485
WO

at she's *told* . . . .

● America's Little House — exclusive broadcasting facilities from the "Little House" are available to CBS clients.

This started out to be a story about the lady-who-listens-in-the-kitchen, jotting down the CBS recipes she hears.* But how about Dad? He's not shown here, but he *won't* be left out of the radio picture. *He* tells her of a soup he wants to try—because *he's* been listening evenings.* And there's Johnny and Judy, of course. For the first time in their lives, they're actually *excited* about cereals and milk*—because their favorite voices on the air tell them they're good. ● The whole family listens—and does what it's *told*—when the telling is as easy-to-take as the family's favorite CBS programs. Little wonder CBS food advertisers doubled their schedules in '34. Or that in January they're already 20% ahead of last year. ● So are cigarette and automobile advertising on CBS—and almost everything else in the price-brackets between. The world's largest radio network is a swift and lively route to twenty-million families— who buy the things they're *told* to buy!*

*We'll be glad to show you proof...*and proof...*and proof...

CBS

COLUMBIA BROADCASTING SYSTEM

485 MADISON AVE., NEW YORK • 410 N. MICHIGAN AVE., CHICAGO, ILLINOIS
WORLD'S LARGEST RADIO NETWORK • 97 STATIONS IN 95 CITIES

FLASH!

WMCA

"At the Top of the Dial"

RESUMES its leadership as the only *FULL TIME* New York independent station, with *CERTIFIED* coverage embracing the entire New York metropolitan area.

NEW RATES!

Nite Time: Half Hour $250.00 . . . . . Quarter Hour $150.00

(less frequency discounts)

NEW FEATURES!

INCLUDING those that made WMCA *New York's own station* . . . Madison Square Garden boxing bouts and hockey games . . . Chinatown Mission . . . Five Star Final . . . Today's Winners (Daily Sports Review) . . . Round-the-Town Parade nightly until 3 A.M. . . . Outstanding Banquets . . . *programs that reflect the tempo and heartbeat of the world's greatest city.*

The success of WMCA's many clients reflects the pulling power of this popular and enterprising station. *Many WMCA clients have been with the station since its inception in 1925.*

Detailed reasons why WMCA is the best "spot buy" in the New York metropolitan area upon application

KNICKERBOCKER BROADCASTING CO., INC.

1697 BROADWAY, NEW YORK CITY

COlumbus 5-5660

DONALD FLAMM, *President* **BERTRAM LEBHAR, JR., *Director of Sales***

Says Columbia

—Through its spokesman, Victor M. Ratner of
C.B.S. Advertising and Sales Promotion Dept.

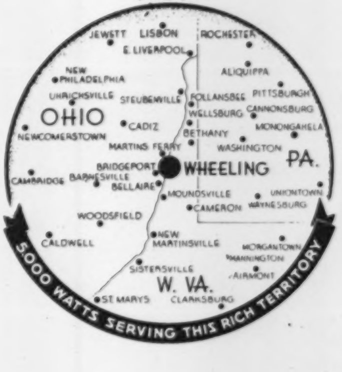
"Let me take this opportunity to congratulate you on the especially strong showing made by WWVA in the Listening Area Study. *No other station drew as many returns, over and above the quota.* This response was as gratifying to us as it must have been to you."

5,000 WATTS
WWVA
1160 KILOCYCLES

POPULAR

POWERFUL

PRODUCTIVE


JEWETT
LISBON
ROCHESTER
E. LIVERPOOL
NEW PHILADELPHIA
ALIQUIPPA
UHRICHSVILLE
STEUBENVILLE
FOLLANSBEE
PITTSBURGH
OHIO
WELLSBURG
CANNONSBURG
CADIZ
NEWCOMERSTOWN
BETHANY
MONONGAHELA
MARTINS FERRY
WASHINGTON
BRIDGEPORT
WHEELING
PA.
CAMBRIDGE
BARNESVILLE
BELLAIRE
MOUNDSVILLE
UNIONTOWN
CAMERON
WAYNESBURG
WOODSFIELD
CALDWELL
NEW MARTINSVILLE
MORGANTOWN
MANNINGTON
SISTERSVILLE
FAIRMONT
W. VA.
ST. MARYS
CLARKSBURG
5,000 WATTS SERVING THIS RICH TERRITORY

THE COLUMBIA BROADCASTING SYSTEM called upon the radio stations which make up "C.B.S." to determine the listening area of the respective territories, and the collective coverage of the entire chain. The plan was definitely set up by Columbia in advance and "going in" each station was equal from the standpoint of time allotted to the Listening Area Study, number of announcements broadcast and offer made to listeners. Quotas were set, and the Columbia stations went to work. When the returns were in and counted, WWVA stood out among all the stations of the entire Columbia chain with this distinct honor—**MORE RETURNS OVER AND ABOVE ITS QUOTA THAN ANY OTHER COLUMBIA STATION!**

Clerks spent four weeks breaking down the enormous volume of WWVA Listening Area Study returns, and here are the results of the compilation:

Returns from 816 cities in 55 Counties in Pennsylvania
Returns from 375 cities in 56 Counties in Ohio
Returns from 250 cities in 50 Counties in West Virginia
Also returns from 373 cities in 32 other States, and three Provinces in Canada.

Indeed, Mr. Ratner, such a job is gratifying to us, but still more gratifying is the job we are doing for a record number of WWVA advertisers.

WEST VIRGINIA BROADCASTING CORPORATION

Studios and Offices:—Hawley Building
WHEELING,
WEST VIRGINIA

The most welcome radio station in Eastern Ohio, Western Pennsylvania and West Virginia.

SALES REPRESENTATIVES:
New York—Joseph H. McGillvra
485 Madison Avenue
Chicago—John Kettlewell
230 North Michigan Ave.

"I think I'd radio for F&S"

AFTER you've dealt once or twice with Free & Sleininger, we believe you'll want to call on us in almost *any* emergency where radio is concerned.

Why? Because we do *know* this radio field, and—no baloney—we represent *you* just as much as we do our stations . . . realizing that after all, you're the guy that makes both our businesses possible. But talk is easy. Send us an SOS the next time you want help of any sort, and *see* what happens!

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	DENVER	SAN FRANCISCO	LOS ANGELES	SEATTLE
Chrysler Building Murray Hill 2-3030	180 N. Michigan Franklin 6373	General Motors Bldg. Madison 1423	Charles Building Keystone 6028	Russ Building Sutter 5415	C. of C. Bldg. Richmond 6184	Stuart Building Elliott 6662

WHO DES MOINES *NBC Basic Red Network*	4,389,108*
WGR-WKBW BUFFALO *CBS Basic Network*	1,544,828*
WIND GARY—WJJD CHICAGO *WIND-ABC Basic Network*	5,837,199*
WHK CLEVELAND *CBS Basic Network*	2,069,345*
WAIU COLUMBUS *Predominant in Central Ohio*	1,433,606*
WOC DAVENPORT *CBS Basic Supplementary Group*	300,000*
WDAY FARGO *NBC Northwestern Group*	928,867*
WKZO KALAMAZOO *The Voice of Southwestern Michigan*	346,406*
KMBC KANSAS CITY *CBS Basic Network*	1,394,581*
KFAB OMAHA-LINCOLN *CBS Basic Network*	2,522,075*
WAVE LOUISVILLE *NBC Southcentral Group*	925,717*
WTCN MINNEAPOLIS-ST. PAUL *The Twin Cities Newspaper Station*	2,137,792*
KOIL OMAHA-COUNCIL BLUFFS *NBC Basic Blue Network*	1,363,985*
WMBD PEORIA *CBS Basic Supplementary Group*	464,352*
KTUL TULSA *CBS Southwestern Group*	606,086*
CKLW WINDSOR† *(Detroit Trading Area) CBS Basic Network* Represented in Chicago and Middle West Territory only.	4,372,000*
KFWB LOS ANGELES *Warner Bros. Movie Studios Station*	2,200,000*
KOIN-KALE PORTLAND *CBS Pacific Coast Group*	692,457*
KOL SEATTLE *CBS Pacific Coast Group*	832,156*
KVI TACOMA *CBS Pacific Coast Group*	728,000*

* Population of primary daytime coverage area.

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING
and
Broadcast Advertising

Vol. 8. No. 3 WASHINGTON, D. C., FEBRUARY 1, 1935 $3.00 A YEAR—15c A COPY

Time Charges Revised on Service Basis

By SOL TAISHOFF

Most of Rate Structure Affected as CBS Follows NBC With New Schedule; Spot Compensation Changed

REALIGNMENT of practically the entire rate structure of broadcast advertising, involving the two major networks as well as the transcription spot field, has been effected during the last month, bringing radio time charges into closer conformity with the service rendered the advertiser.

Less than a fortnight after NBC had announced its new network rate structure and its joint project of readjusting its compensation arrangements with affiliated stations, CBS on Jan. 22 published its new network rate schedule, based on a largely similar analysis of radio coverage costs. For the entire network of 97 stations, the new CBS rate card carries an increase of 3.1 per cent as compared with the present rates.

As in the case of the NBC readjustment, the CBS revision calls for increased rates for its basic network, with decreases for a majority of the supplementary stations. [A detailed analysis of the NBC revised rate structure was published in the Jan. 15 issue.] The main difference between the rate revisions of the major networks is that pertaining to discounts. Whereas the NBC discount schedule is based on gross weekly billings, scaled from 2½% for billings of between $1,000 and $2,000, to 15% for billings of more than $18,000 weekly, the CBS scale is founded upon station-hours used by the advertiser. This, it is held, inures to the benefit of supplementary stations. Both NBC and CBS allow an additional 10% annual discount for 52 weeks of consecutive broadcasting.

Based on Coverage

RATES charged for individual stations have been revised in accordance with the coverage surveys conducted by CBS—a method also followed by NBC. Employing the "listening-area" method, CBS claims to have brought the cost of member stations "into logarithmic proportion to the number of radio homes in their coverage areas."

While the methods differ, both chains now base their rates on the weekly expenditures of the advertisers rather than on the duration of contract only. The CBS schedule provides for a discount of 2½% on contracts calling for five or more, but less than ten, station-hours per week; 5% from ten to 15; 7½% from 15 to 25; 10% from 25 to 45; 12½% from 45 to 70, and 15% on accounts calling for more than 70 station-hours per week. Although these discounts are based on time, the weight given to half-hour and quarter-hour broadcasts is in the same proportion to the hourly periods as is the cost in dollars, so that the advertiser who uses a series of short periods, at a higher dollar cost proportionately, receives discounts commensurate with his expenditures.

In the transcription field, announcement was made Jan. 25 jointly by World Broadcasting System, and Free & Sleininger Inc., station representatives, of a new arrangement covering compensation to WBS expected to accelerate placement of spot business. Under the arrangement, the additional 15 per cent commission heretofore paid by stations to WBS for placement of transcription commercials will be eliminated. Instead a production fee sufficient to cover WBS copyright costs will be assessed the client on the WBS daily program service, while on so-called "tailor-made" programs, the regular commission paid the representative will be split with WBS. Similar arrangements are understood to be in process with other station representatives. A detailed accounting of this innovation, will be found on page 11.

The new CBS rate card becomes effective Feb. 23, whereas the NBC card takes effect Feb. 4. In both instances provisions are made that contracts may be extended in advance of these dates for a full year at the old rates, with any stations added to be computed at the old rates.

In station compensation, the two networks face different problems. All of the CBS affiliates, it was brought out, are under five year contract, with varying provisions as to compensation, guaranteed clearance, and the like. The average life of these contracts is three and one-half years, with all of them containing provisions for increased compensation in an "inflationary clause". Thus, it was pointed out, there will be no decrease in the rates of compensation paid CBS stations, even though the cost to the advertiser may have been reduced. By the station-hour discount provision, however, it was indicated that all stations would benefit in proportion to the increases in station hours used.

Traffic Handled

NBC, which has paid most of its stations a flat $50 per hour for commercials, with a $1,500 a month charge for sustaining service, is offering all affiliates a new compensation plan based on a specific formula but varying in the degree of compensation according to commercial programs carried by each affiliate. The sustaining charge is eliminated, with such factors as market, coverage and audience reaction taken into account along with traffic handled. Consequently, flat payment cannot be arrived at for all stations, since the sliding scale on traffic handled is the primary measuring factor.

First reaction of NBC affiliates to the new compensation plan brought mixed comments. Whereas satisfaction was expressed over certain of the provisions, some stations in larger markets indicated at first blush that alterations would be necessary to satisfy them. Elimination of the sustaining fee is based upon an exchange of four hours per week of the affiliate's evening time. The sliding scale of compensation, it is understood, ranges from 22% to a maximum of approximately 50%, depending upon the number of commercial hours used. Drawing the fire of some of the stations is the provision that only one half hour of evening time between 6 p.m. and 11 p.m., EST, will be guaranteed for local use, with the remainder earmarked for the network. The 30 minutes would be between 7:30 and 8 p.m., EST, weekdays, while on Sundays the guaranteed time would amount to an hour.

Hourly Rate Raised

THE RATE for the entire CBS network of 97 stations in 95 markets, under the new rate structure, is $17,400 per hour, an increase of $645 as compared with the old card. The half-hour night rate, however, is $10,440 or a decrease of $36, while the quarter hour rate is $6,960, an increase of $414. Daytime rates (8 a. m. to 6 p. m. and 11 p. m. to midnight) are substantially one-half the night rates. A new rate of two-thirds the night rate has been established for Sunday afternoon (12 noon to 6 p. m.) as against the old half-rate. This follows the NBC card, and recognizes the enlarged Sabbath audience.

The night rate for the basic network of 22 stations is increased from $5,600 to $6,800 per hour. The half-hour rate is $4,110, or an increase of $608 and the quarter-hour rate is up $552 for a new total charge of $2,740. The card also brings out that KSO, Des Moines (which will acquire the call KRNT) will join the basic network on March 17 at the $175 per hour rate. KFAB, Omaha-Lincoln, replaces WOWO-WGL, Fort Wayne, on the basic, with the latter joining the basic supplementary network at an increased rate. The over-all increase in rate for basic

Convention to Colorado Springs

THE 13TH ANNUAL convention of the NAB will be held in Colorado Springs, Col., July 6, 7, 8, 9 and 10, the executive committee of the NAB announced Jan. 25. Headquarters will be at the Broadmoor Hotel, famous resort hostelry in the shadow of Pikes Peak.

Agreement as to the time and place was reached by President J. Truman Ward, Treasurer Isaac D. Levy and Managing Director Philip G. Loucks, who constitute the executive committee. The last meeting of the NAB board of directors, held in New York Dec. 11, authorized the executive committee to select the exact time and place of the convention. At the last convention, in Cincinnati, a resolution was adopted changing the time of the convention from the fall to the summer.

Simultaneously, President Ward announced that Edwin M. Spence, general manager of WPG, Atlantic City, again has been named general chairman of the convention committee. He has acted in that capacity for five consecutive years. Mr. Spence was authorized to name his own committee members, and he probably will make a trip to Colorado Springs shortly with Mr. Loucks to handle preliminary arrangements.

Comparison of New and Old Rate Schedules of CBS . . .

(Light face figures are old rates, **bold face figures are new.**)

BASIC NETWORK*

	1 hr.	Diff.	½ hr.	Diff.	¼ hr.	Diff.
WADC	$140		$ 88		$ 55	
Akron	**150**	+10	**90**	+2	**60**	+5
WOKO	125		78		49	
Albany	**150**	+25	**90**	+12	**60**	+11
WCAO	200		125		78	
Baltimore	**250**	+50	**150**	+25	**100**	+22
WNAC-WAAB**	300		188		117	
Boston	**375**	+75	**225**	+37	**150**	+33
WGR-WKBW	225		141		88	
Buffalo	**275**	+50	**165**	+24	**110**	+22
WBBM	425		266		166	
Chicago	**600**	+175	**360**	+94	**240**	+74
WKRC	200		125		78	
Cincinnati	**250**	+50	**150**	+25	**100**	+22
WHK	225		141		88	
Cleveland	**300**	+75	**180**	+39	**120**	+32
CKLW	250		156		98	
Detroit-Windsor	**350**	+100	**210**	+54	**140**	+42
WDRC	125		78		49	
Hartford	**150**	+25	**90**	+12	**60**	+11
WFBM	185		116		72	
Indianapolis	**200**	+15	**120**	+4	**80**	+8
KMBC	185		116		72	
Kansas City	**275**	+90	**165**	+49	**110**	+38
WHAS	275		172		108	
Louisville	**350**	+75	**210**	+38	**140**	+32
WABC	950		594		371	
New York	**1000**	+50	**600**	+6	**400**	+29
KFAB	175		109		68	
Omaha-Lincoln	**200**	+25	**120**	+11	**80**	+12
WCAU	450		281		176	
Philadelphia	**500**	+50	**300**	+19	**200**	+24
WJAS	200		125		78	
Pittsburgh	**275**	+75	**165**	+40	**110**	+32
WEAN	125		78		49	
Providence	**200**	+75	**120**	+42	**80**	+31
KMOX	400		250		156	
St. Louis	**400**		**240**	—10	**160**	+4
WFBL	125		78		49	
Syracuse	**175**	+50	**105**	+27	**70**	+21
WSPD	165		103		64	
Toledo	**175**	+10	**105**	+2	**70**	+6
WJSV	200		125		78	
Washington	**250**	+50	**150**	+25	**100**	+22
GROUP (old)	$5600		$3502		$2188	
TOTAL (new)	**$6850**	+1250	**$4110**	+608	**$2740**	+552

*KSO, Des Moines (Call letters to be changed to KRNT) will be added to Basic Network on March 17th, 1935, at rate of $175 per night hour. KFAB, Omaha-Lincoln replaces WOWO-WGL, Fort Wayne, on the Basic Network. Variance in Group Total should be thus considered.

**WAAB (Alternate Boston Station) $275 per hour.

BASIC SUPPLEMENTARY GROUP*

	1 hr.	Diff.	½ hr.	Diff.	¼ hr.	Diff.
WPG	$125		$ 78		$ 49	
Atlantic City	**125**		**75**	—3	**50**	+1
WLBZ	125		78		49	
Bangor	**125**		**75**	—3	**50**	+1
WICC	125		78		49	
Bridgeport	**150**	+25	**90**	+12	**60**	+11
WBNS	165		103		64	
Columbus	**150**	—15	**90**	—13	**60**	—4
WSMK						
Dayton	**125**		**75**		**50**	
WOWO-WGL	125		78		49	
Fort Wayne	**175**	+50	**105**	+27	**70**	+21
WHP	125		78		49	
Harrisburg	**125**		**75**	—3	**50**	+1
WFEA	125		78		49	
Manchester	**125**		**75**	—3	**50**	+1
WMBD	140		88		55	
Peoria	**125**	—15	**75**	—13	**50**	—5
WHEC	170		107		66	
Rochester	**175**	+5	**105**	—2	**70**	+4
WSBT	125		78		49	
South Bend	**125**		**75**	—3	**50**	+1
WMAS	125		78		49	
Springfield	**150**	+25	**90**	+12	**60**	+11
WIBX	125		78		49	
Utica	**125**		**75**	—3	**50**	+1
WWVA	140		88		55	
Wheeling	**175**	+35	**105**	+17	**70**	+15

BASIC SUPPLEMENTARY (Cont'd.)

	1 hr.	Diff.	½ hr.	Diff.	¼ hr.	Diff.
WORC	125		78		49	
Worcester	**175**	+50	**105**	+27	**70**	+21
WKBN	140		88		55	
Youngstown	**150**	+10	**90**	+2	**60**	+5
GROUP (old)	$1880		$1176		$736	
TOTAL (new)	**$2300**	+420	**$1380**	+204	**$920**	+184

*WOWO-WGL, Fort Wayne and WSMK, Dayton have been added to the Basic Supplementary Group. Variance in the GROUP TOTAL should be thus considered.

SOUTH CENTRAL GROUP

	1 hr.	Diff.	½ hr.	Diff.	¼ hr.	Diff.
WGST	$200		$125		$ 78	
Atlanta	**175**	—25	**105**	—20	**70**	—8
WBRC	200		125		78	
Birmingham	**150**	—50	**90**	—35	**60**	—18
WDOD	175		109		68	
Chattanooga	**125**	—50	**75**	—34	**50**	—18
WNOX	175		109		68	
Knoxville	**125**	—50	**75**	—34	**50**	—18
KLRA	170		107		66	
Little Rock	**125**	—45	**75**	—32	**50**	—16
WREC	185		116		72	
Memphis	**175**	—10	**105**	—11	**70**	—2
WALA	150		94		59	
Mobile	**125**	—25	**75**	—19	**50**	—9
WSFA	150		94		59	
Montgomery	**125**	—25	**75**	—19	**50**	—9
WLAC	190		119		74	
Nashville	**175**	—15	**105**	—14	**70**	—4
WDSU	250		156		98	
New Orleans	**225**	—25	**135**	—21	**90**	—8
WCOA	125		78		49	
Pensacola	**125**		**75**	—3	**50**	+1
GROUP (old)	$1800		$1125		$703	
TOTAL* (new)	**$1650**	—150	**$ 990**	—135	**$660**	—43

*KLRA, Little Rock has been transferred on new rate from Southwestern Group. Variance in GROUP TOTAL should be thus considered.

SOUTH EASTERN GROUP

	1 hr.	Diff.	½ hr.	Diff.	¼ hr.	Diff.
WBT	$200		$125		$ 78	
Charlotte	**250**	+50	**150**	+25	**100**	+22
WDNC	125		78		49	
Durham	**125**		**75**	—3	**50**	+1
WBIG	125		78		49	
Greensboro	**125**		**75**	—3	**50**	+1
WMBG	125		78		49	
Richmond	**125**		**75**	—3	**50**	+1
WDBJ	170		107		66	
Roanoke	**125**	—45	**75**	—32	**50**	—16
WTOC	165		103		64	
Savannah	**125**	—40	**75**	—28	**50**	—14
WSJS	125		78		49	
Winston-Salem	**125**		**75**	—3	**50**	+1
GROUP (old)	$1035		$647		$404	
TOTAL (new)	**$1000**	—35	**$600**	—47	**$400**	—4

FLORIDA GROUP

	1 hr.	Diff.	½ hr.	Diff.	¼ hr.	Diff.
WMBR	$125		$ 78		$ 49	
Jacksonville	**125**		**75**	—3	**50**	+1
WQAM	200		125		78	
Miami	**125**	75	**75**	—50	**50**	—28
WDBO	160		100		63	
Orlando	**125**	—35	**75**	—25	**50**	—13
WDAE	200		125		78	
Tampa	**125**	—75	**75**	—50	**50**	—28
GROUP (old)	$685		$428		$268	
TOTAL (new)	**$500**	—185	**$300**	—128	**$200**	—68

MOUNTAIN GROUP

	1 hr.	Diff.	½ hr.	Diff.	¼ hr.	Diff.
KVOR	$125		$ 78		$ 49	
Colorado Springs	**125**		**75**	—3	**50**	+1
KLZ	190		119		74	
Denver	**175**	—15	**105**	—14	**70**	—4
KOH*	125		78		49	
Reno	**125**		**75**	—3	**50**	+1
KSL	250		156		98	
Salt Lake City	**300**	+50	**180**	+24	**120**	+22
GROUP (old)	$690		$431		$270	
TOTAL (new)	**$725**	+35	**$435**	+4	**$290**	+20

*Reno may be added without additional line charge only when Salt Lake City and the Pacific Coast Group are used.

NORTHWESTERN GROUP*

	1 hr.	Diff.	½ hr.	Diff.	¼ hr.	Diff.
WOC	$125		$109		$ 49	
Davenport	**125**		**75**	—34	**50**	+1
WCCO	350		219		137	
Minneapolis	**400**	+50	**240**	+21	**160**	+23
KSCJ	185		116		72	
Sioux City	**125**	—60	**75**	—41	**50**	—22
WNAX	165		103		64	
Yankton	**150**	—15	**90**	—13	**60**	—4
GROUP (old)	$1335		$835		$521	
TOTAL** (new)	**$ 800**	—535	**$480**	—355	**$320**	—201

*WKBH, La Crosse, Wis. (Special arrangement, rates on request.)

**Three Stations (KFAB, Lincoln; WISN, Milwaukee; WMT, Waterloo) are no longer in the Northwestern Group. Variance in GROUP TOTAL should be thus considered.

CANADIAN GROUP

	1 hr.	Diff.	½ hr.	Diff.	¼ hr.	Diff.
CKAC	$250		$156		$ 98	
Montreal	**200**	—50	**120**	—36	**80**	—18
CFRB	250		156		98	
Toronto	**300**	+50	**180**	+24	**120**	+22
GROUP (old)	$500		$312		$196	
TOTAL (new)	**$500**		**$300**	—12	**$200**	+4

SOUTHWESTERN GROUP

	1 hr.	Diff.	½ hr.	Diff.	¼ hr.	Diff.
KRLD	$200		$125		$ 78	
Dallas	**250**	+50	**150**	+25	**100**	+22
KTRH	200		125		78	
Houston	**175**	—25	**105**	—20	**70**	—8
KOMA	185		116		72	
Oklahoma City	**200**	+15	**120**	+4	**80**	+8
KTSA	190		119		74	
San Antonio	**175**	—15	**105**	—14	**70**	—4
KWKH	200		125		78	
Shreveport	**175**	—25	**105**	—20	**70**	—8
WIBW	180		113		70	
Topeka	**175**	—5	**105**	—8	**70**	
KTUL	125		78		49	
Tulsa	**125**		**75**	—3	**50**	+1
WACO	125		78		49	
Waco	**125**		**75**	—3	**50**	+1
KFH	180		113		70	
Wichita	**150**	—30	**90**	—23	**60**	—10
KGKO	125		78		49	
Wichita Falls	**125**		**75**	—3	**50**	+1
GROUP (old)	$1880		$1177		$733	
TOTAL* (new)	**$1675**	—205	**$1005**	—172	**$670**	—63

*KLRA, Little Rock has been transferred on new rate card to Southcentral Group. Variance in GROUP TOTAL should be thus considered.

PACIFIC COAST GROUP

	1 hr.	Diff.	½ hr.	Diff.	¼ hr.	Diff.
KHJ	$325		$203		$127	
Los Angeles	**375**	+50	**225**	+22	**150**	+23
KOIN	175		109		68	
Portland	**200**	+25	**120**	+11	**80**	+12
KGB	150		94		59	
San Diego	**125**	—25	**75**	—19	**50**	—9
KFRC	325		203		127	
San Francisco	**325**		**195**	—8	**130**	+3
KOL-KVI	200		125		78	
Seattle-Tacoma	**225**	+25	**135**	+10	**90**	+12
KFPY	175		109		68	
Spokane	**150**	—25	**90**	—19	**60**	—8
GROUP (old)	$1350		$843		$527	
TOTAL (new)	**$1400**	+50	**$840**	—3	**$560**	+33
GRAND	$16755		$10476		$6546	
TOTALS	**$17400**	+645	**$10440**	—36	**$6960**	+414

Daytime rates (8 A.M. to 6 P.M. and 11 P.M. midnight) are substantially one-half of the Night Rates. Night Rates are in effect from 6 P.M. to 11 P.M. Transition Rates (two-thirds of the night rates) apply to all stations broadcasting on current New York Time from 6 P.M. to 6.30 P.M. Sunday Afternoon Rates (12 Noon to 6 P.M.) are two-thirds of the night rates. After midnight rates (midnight to 8 A.M.) are one-third of night rates. Day and Night rates and Sunday Afternoon rates are figured on the basis of current local time in each city.

---

stations is approximately $50 per hour.

In a letter to advertisers, agencies and others in the industry, bearing date of Jan. 22, Hugh K. Boice, CBS vice president in charge of sales, declared that the advance of 3.1% in total cost is a "deferred advance covering only part of the increased station and operation costs which we have withheld entirely from our rates during recent years."

"This advance," he declared, "is more than offset by the steady growth in number of radio homes (current U. S. total: 20,000,000) which continues to make each contract for radio time an equity worth more to the advertiser with each succeeding month. This fact is evident on the chart which the new rate card contains, showing complete network coverage for 1935 at a cost of 51 cents per 1,000 radio homes, compared with 69 cents per 1000 radio homes as recently as 1930."

Explaining further the effects of the new rate structure, Mr. Boice stated:

We should like to point out three important new factors in our rate structure which reflect, we believe, constructive thinking:

1. A weekly discount schedule based on the amount of time and the number of stations used each week.

2. An additional discount for 52 weeks of consecutive broadcasting.

3. A re-distribution of rates among stations to bring the separate price of each into line with its relative coverage as an individual unit of the Columbia Network.

The first of these, the station-hour discount, enables the advertiser to increase his discount rate even by adding minimum-priced stations to his network. It gives equal weight to all stations, regardless of price. It also gives equal weight to day-time and to night-time periods.

The second factor, an additional 10% discount for 52 weeks of consecutive broadcasting, offers a premium for consistent advertising. It should make it possible for many advertisers, who have previously not broadcast throughout the year, to protect their time, hold their audiences, and maintain their advertising momentum by doing so.

The third new point—the re-proportioning of individual station rates—reduces the cost of many supplementary stations. Broadly, it brings the cost of these stations into logarithmic proportion to the number of radio homes in their coverage areas. It is based primarily upon that most sensitive and accurate of coverage measurements—the Listening-Area Method, which determines the actual, not theoretical, scope of influence of each station.

It will be noted that the new quarter-hour and half-hour rates are, respectively, 40% and 60% of the full-hour rate. This effects no notable change in the quarter-hour rate, which was previously 39.1%, but reduces the half-hour rate 2½ (from 62½% of the full-hour rate) or by 4% when figured against its own base. In recognition

(*Continued on page* 42)

Radio as a Publicity Medium for Retailer

By FRANK W. SPAETH*
Manager, Sales Promotion Division
National Retail Dry Goods Association

Both Direct and Indirect Results Are Attained, a Survey Conducted Among Department Stores Indicates

THERE are pros and cons, and lots of each, when retailers get together to discuss broadcasting. From the merchant's viewpoint, Mr. Spaeth sums up his conception of the value of radio as an advertising medium and tops it off with some pertinent suggestions that will interest both broadcasters and advertisers. The retailers' group is preparing to publish a manual of broadcasting information for the benefit of its members.

A YEAR AGO a recommendation was made to the Board of Directors of the Sales Promotion Division of the National Retail Dry Goods Association to the effect that a Radio Manual be prepared with whatever material we had available or could obtain and include it in the 1934 work program. This suggestion was approved and I shall cover certain highlights that will appear in the planned manual.

Only a few stores have used radio publicity consistently. Ideas vary in relation to length and intensity of experience. What is considered a good program at one period is later considered a poor one. Therefore depending upon the varying degree of your experience with radio broadcasting, you will agree or disagree with the points I shall make.

First of all I believe this medium has latent possibilities for the average retailer; but in the same breath I must agree with the majority of retailers that it cannot replace the newspaper—the backbone of the promotional program of the average retail store.

Advantages of Radio

NEVERTHELESS, broadcast advertising has its own advantages. There are times, situations and events when the use of the radio might well be preferred over any other medium or at least in many cases used to supplement other media. It would seem that the use of radio publicity might be boiled down to this question: In this particular situation can radio perform more effectively than any other medium? Certain sub-questions might be as follows:

1. Do our present media alone provide adequate coverage?
2. Can they be depended wholly to hold our customers and attract new ones?
3. Will the additional goodwill and store selling publicity obtained via radio be commensurate with the extra costs?
4. Are we over-spending in one medium—the surplus of which could be more effectively spent in another?

Members' replies to a recent radio questionnaire were extremely interesting—and also indicative of the great amount of mixed feeling existing in the field.

Quoting very briefly from typical replies:

Roy E. Clark, Strawbridge and Clothier, commented: "We are definitely of the opinion that broadcasting has a rightful place in a store's publicity schedule but that to attempt to use such a program continuously day after day, modeled after newspaper plans, to definitely sell goods is a mistake. People will not listen in on a program on which they are constantly *importuned* to buy."

City of Paris, San Francisco: "It has been our experience that radio advertising will sell any article of merchandise that can be sold by any other medium and at approximately the same cost."

Schuster's, Milwaukee, after discontinuing their broadcasting, due to an effort to save expense, recently returned to the radio on a 15-minute morning program basis. According to R. F. Kieft, the program has been fairly successful but at this date they do not feel that sufficient specific examples of its pulling power exist to determine its value.

The J. L. Hudson Co., Detroit, has had experience with radio broadcasting off and on for the past several years. Since early in 1934 the store has been on the air continuously using one hour each morning, 7:30 to 8:30. The purpose of this broadcast, according to J. B. Mills, is to sell the store through the method of good merchandise publicity plus well-chosen music. Mr. Mills commented: "We have a great amount of so-called fan mail, some criticizing our music, but 90% of the letters speaking favorably of the hour as a whole. What we get out of this program I cannot say other than the goodwill of the public. We are under no contract as to time, but I am in the hopes of making this hour permanent at least for sometime to come."

The Fair, Chicago, is using a radio program known as "The Supreme Court of Bridge," which, according to D. F. Kelly, is a "ten strike." He wrote: "We are getting letters from, I might say, all over the country concerning it, thus showing a widespread interest." "If retailers," he stated, "would study the possibilities of radio and give as much serious thought to its proper use as they do to the use of other media, then satisfactory results might be obtained." After a five months trial, the store reports that radio has proved successful.

G. R. Schaeffer, Marshall Field & Co., is convinced that direct results are sufficient to justify the use of the radio. He said: "A questionnaire sent to our own customers indicated that we have a very large audience listening to our program. Goodwill is the principal benefit but we get substantial results from the individual announcements, enough to justify us in keeping on with the expenditure."

The Ernst Kern Co., Detroit, claims that it pays to use radio publicity as "an insurance on newspaper advertising." The former publicity director commented: "If I can spend $3000 to advertise a big event in the newspaper, surely I can spend $200 more to make response a certainty—and that is precisely what radio has done for us in Detroit."

Retail advertisers throughout the country were interested some months ago when Bamberger's, Newark, the most widely publicized store as a successful broadcaster, changed its type of program. Word got about that the store experienced better direct results from the newspapers at less expense. In order to clarify their reasons for making this change, George Bijur wrote:

Radio Specials

"IT HAS BEEN our experience that low-priced items, or radio specials, on the air bring very substantial results. We replaced our morning selling program with several institutional programs because: (1) we had been operating for many years our Super-Savings column in the newspapers which absorbed almost all of the low-priced items that we were able to pick up, (2) the 6% differential between Macy's and Bamberger's made it difficult for us to present radio specials at bargain prices without complications across the river, (3) we wanted to reach men and other members of the family that we felt we were not reaching in the early morning broadcast."

What are the factors involved in developing an effective program?

The first important point we must remember is this: Do not use the radio if you intend to glut your program with advertising talk. Such a program is a source of annoyance to all listeners. I believe it is also a mistake to share the time of the broadcast equally between advertising and musical interludes. A retailer should decide on doing one of two things; either entirely devote the time to entertaining the listener with no more than an opening, middle and closing message—or devote the time entirely to a "talking" program containing interesting instruction on home subjects. Considering the experiences of our members, the latter type of program should be developed by the average store—for which there exist several good reasons which I will explain later.

According to numerous surveys, fan letters and consumer reactions, the order of preference to radio programs by the largest number of listeners is as follows: Orchestral music and/or popular entertainers; dramas or comedies; short talks on interesting subjects; reports on athletics, weather, time, market; educational talks; children's programs; domestic science; physical exercise.

What They Prefer

THIS ORDER of preference, however, must be reconciled to the fact that the intensity of interest in any one type of program varies during the different hours of the day. For example, in the evening the majority of listeners wish to be entertained; whereas just before dinner, children like to hear programs of specific interest to them. Women, on the other hand, will listen to programs which deal with their special interests when broadcast in the morning.

After music and entertainment what is the next preference in radio program? To women listeners, home subjects, of course . . . subjects related to the woman's home, such as planning meals and recipes, household suggestions, health information, interior decorating, budget plans, diet and food suggestions, advice on beauty culture, care of children, merchandise values, fashions of the day, service features and store facts to a minor degree, interviews with well-known women, weather reports, and in concentrated communities local happenings of wide interest. To sustain interest in the program, the radio personality should diversify her talks with these subjects.

A suspense factor should be injected in every radio program. This "teaser interest" is difficult to achieve in a retail "talking" broadcast, but it can be done to a certain degree. The announcer can conclude the broadcast with a slight reference to an important recipe for example, which will be divulged in the next program.

Frequently the merchandise items to be mentioned are suggested by the activities occurring within the store. For example, if a golf instructor is demonstrating his skill in the sporting goods department, perhaps a specially priced golf bag

(Continued on page 38)

---

* Text of an address Jan. 17 by Frank W. Spaeth, manager of the Sales Promotion Division of the National Retail Dry Goods Association before the Association's annual convention in New York.

Makers of High-priced Goods Find Radio an Effective Seller

Success Stories of Quick-moving Goods Repeated; Broadcast Budgets Increased During Year

WHILE the dollar volume of network commercial broadcasting was increasing in 1934, so that final figures for the year showed a gain of 35% over 1933, expenditures by advertisers of high-priced products and services gained at a noticeably faster rate. The result is that the early months of 1935 show a bigger proportion than ever before of commercial time devoted to this type of business.

It is significant that the advertiser with the largest current budget for radio time, with two hours weekly over a full CBS network at full night rates, is Ford Motor Co.

Other automobile accounts swell the client lists of both NBC and CBS. But in addition to these companies, which were among the earliest to take the view that radio can do just as good a job for a thousand-dollar product as it has done for tooth-pastes and shaving creams, there are several classifications which previously had not been represented.

Network Trends

There is remarkably close agreement between the records of the two networks in regard to advertisers in the upper brackets. The number of clients for the two networks combined who may be regarded as falling in this classification increased by 55.9% in 1934 over 1933, while the figures for NBC and CBS separately were 57.1% and 53.9%, according to the networks' own groupings of accounts.

Expenditures showed an even greater increase than the number of clients. Comparable figures for the two networks are not available, but CBS reports that the dollar volume of business in the higher-priced ranks increased by about 95% during 1934, and therefore it now accounts for a much larger proportion of the network's total income than in previous years. Since other bases of comparison show the two networks reporting similar trends, it is assumed that there has also been a very substantial gain in this respect for NBC. Certain of its individual accounts, like some on the CBS list, show gains of as much as 200 per cent.

CBS statistics also show that advertisers in the upper brackets spend more, on an average, for time than do the advertisers of replacement goods, although the latter include some of the biggest buyers of air time (particularly in the food and drug classifications), and that the yearly billing has increased substantially since 1933. In that year, the "higher-priced" advertisers spent an average of $115,000, and in 1934 the corresponding figure was $145,000, while for all advertisers, regardless of category, the 1934 average was $138,000.

The presence of an increasing number of insurance companies and a finance company among these clients suggests that the field of banking and general financial advertising may be profitably tapped by broadcasters in the near future. Rapidly increasing activity in the building and allied trades caused Johns-Manville Co. to double its expenditures in 1934; and grouped with it, since their products are used on expensive jobs which are done only at long intervals, are makers of paints and roofings.

Automobile and tire accounts, radio set and refrigerator manufacturers have been on the air for some time. Among the newer recruits, or those which stand out because so far only one or two firms in the field have adopted radio, are office equipment and typewriters; heating equipment; sheet steel; travel agents; washing machines; coal; carpets; hotels; beds and mattresses; and carborundum.

The ability of radio to satisfy sellers of these products is attested by the fact that they are giving it more and more of their money. Philco Radio and Television Corp. used only 8 % of its advertising appropriation for radio time in 1932; the next year it increased the quota to 33%, and last year the figure was 40%. During the same period, Philco's proportion of the total sales of all set manufacturers has increased.

The extent to which Henry Ford, one of the last of the big industrialists to accept radio, has now adopted it as a medium has already been mentioned, and the success of his early campaigns, which led to the later expansion of advertising by the manufacturing company (where previously it had been done largely by dealers) was told in the Oct. 15 issue of BROADCASTING. Since that date, Ford has again increased his radio budget substantially. Sales were up $90,000,000 in the first half of 1934 as compared with 1933.

His chief competitor, the Chevrolet Motor Co., reported that sales during the firsts three weeks of November (later figures not being available in detail), were higher than for any similar period since 1926, when the all-time record was set.

Atwater Kent, one of the pioneers in radio broadcasting, was absent from the air for about a year, and then came back to the fold, as has Remington Rand, Inc.

Prior Success on Radio Brings Remington Rand Back to 'March of Time'

REMINGTON RAND Inc., Buffalo (office equipment) on Jan. 25 resumed sponsorship of *The March of Time*, which had been initiated and sponsored by *Time*, weekly newsmagazine, over a coast-to-coast CBS network. The program first took the air in March, 1931, and was widely received as a new method of depicting news events.

When Remington Rand sponsored the program in 1933-34, sales of its entire line of office equipment were definitely helped, according to company executives. They add that salesmen reported that their association with the program "made interviews more productive, provided a topic of common interest for discussion, and opened doors to executives which formerly had remained closed."

Under the new sponsorship, the series continues at the regular hour, Fridays, 9-9:30 p.m., EST. Members of the staff of *Time* still are preparing the continuity for the broadcasts, which are under the direction of Arthur Pryor, Jr., head of the radio department of Batten, Barton, Durstine & Osborn, Inc., New York, handling the account.

Mrs. Roosevelt Series

MRS FRANKLIN D. ROOSEVELT will be featured in a new series of commercial programs sponsored by the Selby Shoe Co., Portsmouth, O. (Iris Tru-Poise arch preservers and Style-Eez shoes) over a nation-wide CBS network of 62 stations, starting Feb. 15. The program will be titled *It's a Women's World* and will be heard Fridays, 8-8:15 p. m. EST. Mrs. Roosevelt will be paid $3,000 each for 10 appearances before the microphone but the money will be paid directly to the Friends Service Committee for charitable uses. Henri, Hurst & McDonald handles the account, which will also feature a $20,000 prize contest.

BORDEN SALES Co., New York (Eagle brand condensed milk, None-Such mince meat, etc.) will spend $1,000,000 on advertising this year, the same amount as last year, about 45% going to radio, 45% to magazines and 10% to newspapers.

RADIO SELLS CIGARETTES

Sales of "Big Four" for Year Fluctuate Directly In Proportion to Their Use of Broadcasts

SALES of the "big four" cigarette manufacturers in 1934 show the closest possible relationship between their use of radio and the increase or decrease in business as compared with 1933.

The best record for the year is that of Liggett & Myers Tobacco Co. (Chesterfields) with an increase of 19% over 1933. The company spent more than $1,100,000 on CBS for its radio campaign, which lasted throughout the year though with different types of programs.

R. J. Reynolds Tobacco Co. (Camels) showed a 6.7% sales increase for the year and the company used radio continuously at a cost of $687,000.

On the other hand, P. Lorillard Co. (Old Golds), which ceased broadcasting in May, dropped 4.1% from its 1933 sales. American Tobacco Co. (Lucky Strikes) left the air a month earlier and this brand shows a falling off of 26.3% for the year.

Still greater, relatively, was the success of Philip Morris & Co. (Philip Morris), described in the Jan. 1 issue of BROADCASTING. Penn Tobacco Co. (Kentucky Winners) used radio extensively to introduce the brand and made an impressive showing in the few months it was on the market.

WeberIsAppointed MBS Coordinator

Takes Charge of Station Relations, Operations

FREDERICK H. WEBER, until recently vice president of American Broadcasting System, on Jan. 29 joined the Mutual Broadcasting System as coordinator of network operations. In his new capacity, Mr. Weber will assume charge of operations and station relations, and at the outset will devote major attention to sustaining program exchanges among the four stations of the major market chain, WOR, WGN, WLW, and WXYZ.

Simultaneously, it was learned that the matter of sales representation of MBS on a non-exclusive basis by the NBC sales organization had been broached, but that no definite decision had been reached. NBC now sells WLW in the course of its sales operations, and the thought was that these efforts will be expanded to include the four-station hookup when the client is not in the market for NBC's basic networks. This entire matter, it is understood, awaits the return to New York of M. H. Aylesworth, NBC president, who is now on the Pacific coast. It was made clear that if any such sales arrangement is made with NBC it will be non-exclusive.

Another meeting of the MBS board will be held within the next week, either in New York or Chicago. At a meeting in Chicago on Jan. 11 and 12, MBS was established as a permanent organization, and A. T. & T. lines were contracted for on a permanent basis. These lines were to be ready by Feb. 1. At present, it was indicated, MBS has no intention of adding stations to its regular hookup. Conversations have been had, however, with a number of stations which have evinced a desire to join the Mutual organization. Ten accounts are now being handled by the four-station hookup.

Mr. Weber left ABS Jan. 12 when that network was reorganized as the American Broadcasting Co. He had joined ABS last June as vice president in charge of operations and station relations, and was instrumental in aligning the two-dozen stations of that network, which began operations last October. Prior to joining ABS, Mr. Weber for eight years had been with NBC in its station relations department in Chicago. He began his radio career with the A. T. & T. long lines division and had compiled the first data for the NBC wired program service over A. T. & T.

Rosenblum NBC Treasurer

DAVID ROSENBLUM, named vice president of NBC last September, on Jan. 19 was elected NBC treasurer to succeed Henry Kittredge Norton. Richard Patterson, Jr., NBC executive vice president, announced following a meeting of the board of directors. Mr. Rosenblum retains his vice presidential post. Before joining NBC Mr. Rosenblum was executive vice president of Tradeways, Inc., which has been serving the network organization in a consulting and advisory capacity in connection with organization and management. Mr. Norton has joined RCA as assistant to President David Sarnoff.

A Bright Spot on the Radio Horizon

Spot Broadcasting Attains High Level as Direct Result Of the Growth of Exclusive Representation

By J. LESLIE FOX
Commercial Manager,
WGAR, Cleveland

FROM a somewhat humble and tottering adolescence, spot broadcasting has acquired dignity and now is accorded its deserved place in the advertising picture. To exclusive representation, says the author, it owes its rise. Therein lies a story, and here it is, from birth to maturity. Favoritism, chiseling, rebates, rate-cutting—these are a few of the evils which once were rampant, or nearly so, but now are less in evidence.

Mr. Fox

SPOT BROADCASTING today is on the highest plane in the history of radio advertising. It finally has achieved its rightful position in the advertising picture, along with magazines, newspapers, networks and billboards. Many factors have contributed to the present great impetus in this multi-million dollar medium. Among the foremost of them is adequate representation of the medium itself, and of the stations individually in the national field.

Spot broadcasting was the first form of radio advertising, antedating even network advertising. When the networks sprang up, radio stations throughout the country found that the potent result values of radio itself, plus the selling efforts of the national network representatives, developed a large amount of network business. But the stations had no national representative in the national spot field and so they cast about for a means of increasing their spot broadcasting volume. The agencies and advertisers, unfamiliar with the thousand and one factors connected with spot broadcasting, were hungry for assistance in developing, placing and servicing spot broadcasting campaigns.

Consequently, a great many organizations with varying degrees of radio knowledge went into the spot broadcasting business. A good memory made many of them seemingly experts, for in the early days, if a radio representative would just nonchalantly rattle off call letters of stations all over the country, he was often looked upon as a radio wizard. If he was able to say offhand that WQED was on such-and-such frequency, he was practically held in awe of his profound radio knowledge.

Without Rate Cards

AT THIS TIME, there were few rate cards, and they were only a waste of printing. A station's base rate was the lowest the sharpest buyer could get. One by one, many of these representative organizations disappeared. Then, into the field came three prominent companies. A few dozen minor representative companies still remained—other small ones began.

The brokerage system of representing stations was at its peak. All of the evils of non-exclusive representation one by one raised their heads. Agencies found it difficult to do business with brokers because they would favor certain stations—but not openly. Sometimes this favoritism existed because of friendship, or private rate deals giving the broker an extra discount. Then, too, the brokers naturally could not afford to spend a great deal of time and money to study every station and every market in the country. Hence, agencies and advertisers found that their help and advice became increasingly less valuable.

The agencies themselves, as they became larger and larger buyers of spot broadcasting, became more and more familiar with the values of each station. And with the hundred and one factors that enter into the successful use of any medium, the competition between the brokers became so intense that soon all kinds of special inducements were offered to take business away from each other. Little was done to build up spot broadcasting or to advance the proven economic principles of national representation with the ensuing advantages to advertiser, agency and station. These stabilized and sound advantages had long been enjoyed in the newspaper field by the advertiser and agency.

Little Cooperation

THE RADIO STATIONS, too, at this time, were not receiving any sound national spot broadcasting representation. Any company with "representative" printed on its letter head who could persuade some agency to place an account through it could secure commissions from practically any station in the country. These mushroom organizations did nothing to advance radio or spot broadcasting. In no sense of the word did they render any real sort of representation to the stations. The credit situation became even more uncertain. Many of the brokers went out of business without paying their bills.

The three primary elements in the spot broadcasting industry were not being properly served. First of all, the stations were not being represented. No one organization was fighting a station's battle in the major advertising arenas. Secondly, advertising agencies were not receiving the cooperation they wanted—and consequently, were placing most of their spot broadcasting business direct with the stations.

This was costly to the agencies, made spot broadcasting unwieldly and difficult to handle, and naturally tended to decrease their interest in spots. Then too, agencies had no means of keeping up to date on station information. For many years, agencies had become accustomed to the sound system of representation in the newspaper field. The American Association of Advertising Agencies took up the cry of proper representation. A new picture slowly started coming into focus—and out of chaos came calm.

Growth of Spots

NOW, let us look at the spot broadcasting situation as it exists today. First, radio station rates are so stabilized that even the old-time ratecutters have ended their attempts. Nearly every radio station in the country of any consequence stiffly adheres to its card rates. Of course, there probably still are exceptions. There always will be—just as there are in the newspaper and magazine field and among agencies. But the one great bugaboo of price-cutting has been as entirely eliminated as it possibly can be. No longer are agencies wary of spot, afraid that either another agency, their clients, or a broker will find a cheaper way to buy .

Advertising agencies have found that there are reliable representative organizations upon whom they can depend for service, information, and general cooperation. This has naturally made spot broadcasting easier to buy and easier to handle. Consequently, agencies are constantly recommending and buying more spot broadcasting. This has a most favorable reaction to the advertisers, too, for agencies no longer have any hesitancy in suggesting spot broadcasting. Many of the largest advertisers in the country are now almost constant users of spot broadcasting in some form or other. Last year showed a definite increase in the number of national spot advertisers on the air. This year already looks even brighter.

Now, look at the picture from the radio station situation. Every station, just like every magazine and newspaper needs representation in the national field. Most agencies, particularly the larger ones, are reluctant to take the time to talk to every station manager when he visits their city.

If an agency was not interested at the moment in that market, the information learned from the station manager was forgotten by the time the market was being considered. Conditions change quickly,

(*Continued on page 36*)

WBS Revises Its Compensation Method For Stations Nationally Represented

Fixed License Fee to Be Paid WBS for "Tailor-Made" Discs by Clients of Free & Sleininger

INTRODUCTION of a new method of compensation to World Broadcasting System for regional and national sponsorship of its transcriptions through arrangements with stations represented by national representatives, was announced Jan. 28 by Percy L. Deutsch, president of WBS.

Contracts for the new plan, developed after months of negotiations with station managers and their representatives, already have been mailed to a majority of the more than 100 stations subscribing to the World Daily Program Service. The plan includes a new basis for payment both for the daily service and for so-called "tailor-made" transcriptions produced for spot placement by WBS.

With respect to the daily program service, a reasonable production fee, amounting to about $7.50 per quarter-hour program, will be turned over by the station to WBS to defray copyright charges. This charge, as in the past, will be passed on to the advertiser as a talent or production fee, but instead of being retained by the station, will go to WBS.

Fixed License Fee

IN THE CASE of the arrangement made by WBS with Free & Sleininger Inc., the stations represented by the latter will pay to WBS a fixed license fee in payment for "tailor-made" transcriptions which is deductible from the representative's commission. It is understood that somewhat similar arrangements are being negotiated with a large group of stations represented by other exclusive representatives, with the aim of stimulating transcription spot business.

"Realizing that the development of transcription broadcasting as a basic advertising medium needs the cooperation of broadcasters, the station representatives and program producers," said Mr. Deutsch, "WBS, after months of conferences and negotiations with station managers, and their representatives, offers a plan which will make it possible for all concerned to cooperate and accomplish this objective.

"Having arrived at this plan, WBS has sent renewal agreements covering the continuation of its daily proggam service for another year to the majority of its associated stations. The changes in the new agreement are expected to have far-reaching effects, for they involve a new method of compensation to WBS in connection with regional and national sponsorship of the service, whereby station representatives will be encouraged to develop this type of business.

Service Expanded

"IN LIEU of a commission on station time payable to WBS for national and regional sponsorsip of the program service under current agreements, talent charges for this service have been established which will be compensation to the producing company. It is believed that through the concerted efforts of the

(*Continued on page 36*)

ABC Network Books Accounts And Completes Organization

Four Sponsors Signed as Successor to ABS Goes Ahead With Its Lineup of Stations Remaining Intact

WITH FOUR commercial contracts on its books, and negotiations in progress for several others, George B. Storer's American Broadcasting Co., successor to the American Broadcasting System, was in process of incorporation at the time BROADCASTING went to press. It is understood that Mr. Storer will be president of the new organization, and that some of the new capital being subscribed will be put up by Arde Bulova, watch manufacturer.

Since Jan. 13, WNEW has served as the New York key station of the chain, which remains intact, all member stations having decided to continue the network association since the contract with WMCA, the Knickerbocker Broadcasting Co., and the Federal Broadcasting Corp., was terminated Jan. 10. Mr. Bulova is associated with Milton Biow in the ownership of WNEW, but so far the identity of the network and its new key station have been maintained separately.

J. Fred Coll, who was publicity director of ABS, is now in charge of operations for ABC. Mrs. Leah V. Rule retains her former position of traffic manager.

Mr. Storer's Statement

OTHER former employes of ABS will receive whatever assets may remain to the credit of the company after its affairs have been liquidated, according to Mr. Storer, who expressed his regret that it had been necessary to release the staff at short notice. His statement follows:

> When in the course of the operation of a corporation it becomes apparent that lack of income indicates the straight road to bankruptcy with losses to employes and creditors, the writer has always felt that it is far better to cease operations so as to pay payrolls and creditors one hundred cents on the dollar.
>
> Hence when it became obvious that the American Broadcasting System and more particularly Federal Broadcasting could not continue under the onerous burden of the lease arrangement with Donald Flamm's company, licensee of WMCA, of approximately $13,000 per month plus all cost of operation of the station, it was decided to discontinue operation under this lease, pay our bills and employes out of the assets and then make other arrangements for continuing the network with another key station in Greater New York.
>
> In order to pay off employes, the writer, with the help of James K. Norris, paid into the company on stock subscriptions which were not due, sufficient funds to pay also all current creditors. From present indications there will be a substantial surplus.
>
> I regret exceedingly the fact that our staff could not be given longer notice, but the time element in this case represented the difference between paying or not paying our creditors.
>
> In order to make up for our inability to give our employes further notice, it is our present plan to distribute the remaining assets, if any, equally among them.
>
> Of course, we are going right ahead with the network. We have ample new capital and a new directorate and we have decided to start things off with a clean slate under the new name of the American Broadcasting Co.
>
> At the present time, Station WNEW is supplying programs to the network and is operating as its key station and it is now assured that the network will continue with WNEW as its master outlet in Greater New York.

Previously, Mr. Storer had announced that those associated with him in his new venture were John Hay Whitney, William Cherry, executive of Cherry & Webb, department store operators in New England and owners of WPRO, Providence; Benedict Gimbel, Jr., president of WIP, Philadelphia; George Schott, owner of WFBE, Cincinnati; and James K. Norris, former vice president and treasurer of ABS. Mr. Storer identified himself as owner of WWVA, Wheeling; WSPD, Toledo; CKLW, Windsor-Detroit; WMMN, Fairmont, W. Va., and WWPA, a station authorized for Clarion, Pa. Heretofore, it had not been known that Mr. Storer had purchased the latter two stations.

Schedule Maintained

DURING the last few days, several of the most popular ABS features for which an audience had been built up during the run of the previous contract, have been originated by WNEW for the chain. Throughout the transition period, a full 16-hour schedule has been maintained. At first WNEW'S sustainings were fed to the network; then it became necessary to provide program material for member stations while WNEW had local commercials on the air. The key station's *Dance Parade*, beginning at 9:30 p. m., is fed to the network with separate announcements. The chain announcer covers the program from the pick-up point, and a local WNEW announcer cuts in the New York announcements from the studios. There was no interruption in the feeding of network features from Washington and Philadelphia.

First of the three new commercial contracts to go into effect (that with Adam hats having been carried over from ABS) was signed by a group representing dentists, who took an extensive split network for a weekly 15-minute talk on oral hygiene, called *The Dentist Says*. No product is mentioned on the programs, no attempt is made to sell anything (whether goods or services) and the name of the sponsors is not mentioned. The idea of this type of dental advertising is stated to have been approved by the First District Dental Society of New York and the Rhode Island State Society, as well as many city dental societies. The plan has been worked out in large part by Dr. George W. Clapp. This series started Jan. 22.

On Feb. 11, MacFadden Publications will become the first sponsor to use all three networks (having bought time on NBC and CBS in the last two years), presenting a half-hour dramatization of *True Detective Stories* over the full network. At the end of the month, and continuing until Passover, the B. Manischewitz Co. of New York will use ABC facilities to advertise Matzos. This will be a split network.

The *Amateur Hour* begun at WMCA has been revived as an ABC-WNEW feature, in response to widespread demand, and it is now being considered by potential clients.

Appointment of Robert Feldman, New York showman, as vice president of WNEW, was announced Jan. 16 by Mr. Biow. In complete charge of programs, Mr. Feldman's appointment followed the WNEW tie-up with ABC. He was formerly with WMCA.

WISN, Milwaukee Hearst station, on Feb. 16 will sever its CBS affiliation.

TAKING THE OATH—Former Representative Anning S. Prall (right) getting his official introduction to the FCC Jan. 19, with FCC Secretary Herbert Pettey administering the oath. He was the first Commissioner to be confirmed by the Senate.

Independent Status Resumed by WMCA

New Network Affiliation Is Rumored for Ex-ABS Key

Mr. Flamm

UNDER the general management of Donald Flamm, president and owner, WMCA has resumed its status as an independent New York station, although the possibility of a new network affiliation is talked about.

WMCA returned to the management and operation of Knickerbocker Broadcasting Co., headed by Mr. Flamm, under cancellation of the lease held by Federal Broadcasting Co., of which George B. Storer was president. No details were available as to plans for the invasion of the network field by WMCA under Mr. Flamm's direction, aside from the fact that a number of stations have inquired whether such a step would be taken.

Mr. Flamm announced that his chief assistants are William Wiseman, well-known New York attorney and his brother, Sidney Flamm, both of whom are vice presidents. Miss Stella Unger, who has been active with several New York radio stations, has been named program director, assisted by Miss Constance Talbot.

Status of Personnel

BERT LEBAHR, who was associated with WMCA before Mr. Flamm withdrew from its operation, was placed in charge of sales, with George H. Houston, originally a member of the production staff, designated as director of production. Robert B. Sullivan has been made publicity director, with Miss Betty Glenn, as his assistant. Donald Clark remains in charge of continuity, and John Fraser has been appointed chief announcer.

The engineer and operating staff have been employes of the Knickerbocker Broadcasting Co. all along, and they remain under the direction of Frank Marx, chief engineer.

"My ultimate aim," said Mr. Flamm, "is to make WMCA stand out among the New York stations by keeping a few steps ahead in all forms of broadcasting. For example, we have long been known for our emphasis on sports. We are going further along this line and have increased the number of sports programs."

AFA Convention

THE 31st annual convention of the Advertising Federation of America will be held in Chicago next June at a date not yet fixed, it was decided by the board of directors. The board approved plans to extend the federation's consumer advertising work and decided to support the new Copeland food and drugs bill (S. 5). The chairman of the board is Edgar Kobak, NBC vice president in charge of sales.

FCC Opposes Class Allocation Plans

Favors Status Quo in Its Recommendations to Congress; Abolition of the Davis Amendment Is Proposed

UNQUALIFIED opposition to proposals that fixed percentages of broadcasting facilities be allocated by statute to non-profit organizations was expressed by the FCC in its report submitted to Congress Jan. 22 in response to the Congressional mandate for an exhaustive study and report on this issue.

Basing its recommendation largely on testimony adduced at public hearings held from Oct. 1 to Nov. 7, at which 135 witnesses testified, the FCC recommended in direct language that there be no allocations of the character proposed. "The FCC," the report stated, "respectfully recommends that at this time no fixed percentages of radio broadcast facilities be allocated by statute to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities."

Among other things, the report brought out that the protracted hearings developed "no evidence of a real demand on the part of the great body of non-profit organizations or on the part of the general public for the proposed allocation of definite percentages of broadcast facilities to particular types or kinds of non-profit activities." It concluded that the interests of these groups may be better served by the use of existing facilities of commercial stations, rather than the establishment of new stations for their peculiar needs.

Conference Planned

THERE IS no need, the report stated, for a change in the existing law to accomplish the purpose of improving the status of educational and similar organizations insofar as radio is concerned. To devise plans for mutual cooperation between broadcasters and non-profit organizations, the report stated that the FCC proposes to hold a national conference shortly in Washington.

Through such procedure, it was stated, the FCC will seek to accomplish the purposes for which the non-profit interests and the broadcasters are working but "without the necessity of any radical reallocation, which would precipitate dissatisfaction and chaos and which would tend only to complicate and impede true progress in the broadcast public service."

The entire issue over class allocations was agitated at the last session of Congress by the Joy Elmer Morgan faction of educators and by Father John B. Harney, Superior of the Paulist Fathers, who operate WLWL, New York, at present an applicant before the FCC for increased facilities. The investigation upon which the FCC based its report was specified by Congress in a provision contained in the Communications Act of 1934.

Simultaneously, the FCC transmitted to Congress a report containing additional legislative recommendations applicable to broadcasting. Among other things, it recommended abolition of the Davis equalization amendment which limits the distribution of broadcasting facilities among the five radio zones; amendment of the provisions relating to hearing procedure, so that preliminary hearings may be held when an applicant applies for the facilities of another station without requiring the latter station to defend itself until a formal hearing is found necessary; amendment of the provision relating to revocation of licenses, under which the FCC would acquire authority to suspend stations for not more than 30 days for violations, and a related amendment which would permit appeals to the courts from suspension orders.

Ponderous Report

THE REPORT, covering approximately 2,000 words, was submitted over the signature of Chairman E. O. Sykes. Together with it was transmitted a digest of the testimony taken at the hearings, with an index of the complete record of approximately 14,000 pages. The broadcasting industry, representing station licensees as well as manufacturers, it stated, expressed opposition to the proposal, directing their testimony largely to the service rendered by broadcasters to particular types or kinds of non-profit activities. Records presented by the NAB in behalf of 269 stations, said the report, showed that 11.3% of the total broadcasting time was devoted to program matter of the character referred to in the proposal, a large percentage of which were night hours. The report recited also that the evidence was overwhelmingly in favor of retention of the present system, rather than the establishment of new stations by non-profit institutions.

"Representatives of some of the most important institutions of learning," said the report, "were definite in their statements that they had ample opportunity for development of their radio activities under present arrangements, and they were likewise definite in their opposition to any re-arrangement which would place the burden of maintaining broadcast stations upon educational institutions.

"Most of the witnesses who testified in behalf of the non-profit groups expressed the belief that the interests of such institutions would be best served by a more efficient use of radio facilities maintained at the present time and a more extensive use of the resources and audience of stations now licensed.

"It is clearly established by the Commission's study of the problem, that no allocation of facilities for special services could be effected by the authorizing of new stations to make up the proportion of facilities proposed to be allocated to special services. Limitations of physical laws on the number of available frequencies absolutely prevent any general enlargement of the number of broadcast stations."

Practically all types of non-profit organizations were represented in the comprehensive study, the report continued, "but no unanimity of thought or plan on the part of these organizations is apparent from the record. While the hearings were conducted to determine whether statutory allocation was desirable, there were few definite proposals that such allocation should be made. There were many statements made by prominent educators and leaders asking that no definite allocation be made by statute, hoping thereby, to protect the present cooperative effort being carried on between the commercial stations and the non-profit organizations."

"They further stated that such oganizations were not equipped and were not financially able to build and maintain their own broadcasting stations if facilities were allocated to them," the report adds. "The Commission feels that present legislation has the flexibility essential to attain the desired ends without necessitating at this time any changes in the law."

In general, said the preface of the report, "representatives of non-profit groups expressed the opinion that the best results would be brought about by cooperation between the broadcasters and their organizationtions under the direction and supervision of the Commission, and not by an allocation of fixed percentages."

Regarding its plan to call a national conference, the FCC stated the end sought would be that of combining the educational experience of the educators with the program technique of the broadcasters, thereby better to serve the public interest. The conference, it added, should also consider such specific complaints as might be made by non-profit groups against the actions of commercial broadcasters "in order that remedial measures may be taken if necessary."

Clear Channels

RESULTS of the so-called "clear channel" survey, to ascertain the degree of rural service rendered by stations on exclusive waves with high power, which is now under way, will be studied with the thought of providing best possible service to the public and to provide the listener with a "well-balanced selection of non-profit and public interest programs," according to the report.

As to complaints by educational stations against the procedure under which licensees are required to defend their assignments in hearings upon application of other parties, the report referred to the legislative recommendation that provisions be made for preliminary hearings on applications that appear from examination to be antagonistic to established stations, or likely to affect adversely the interest of established stations. At such hearings the effort would be to determine whether the application violates any provisions of the Communications Act or the FCC rules and regulations, or whether the applicant is legally, financially and technically qualified to contest the use of a radio facilities with an existing station.

Equitable Service

IN ITS separate report on legislative recommendations, the FCC first proposed repeal of the Davis Amendment and substitution, with slight change of the original allocations provision contained in the Radio Act of 1927. This provision would not require equitable allocation among the five radio zones according to population—as does the Davis amendment. The new provision would read:

> "In considering applications for licenses, or modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several states and communities as to provide an equitable distribution of radio service to each of the same."

Reciting its reasons for this recommendation, the FCC stated that the Davis Amendment has

(*Continued on page 39*)

NBC Supplements Rate Card

ADDITIONAL explanatory clauses on the application of the new rates and discounts provided for in the new NBC rate card, which becomes effective Feb. 4, were made public Jan. 28 by the NBC, for the convenience of advertisers and agencies. The detailed rate structure [fully published in the January 15 issue of *Broadcasting*] has been filed with the Code Authority for the radio broadcasting industry, in accordance with the requirements of the code. The additional clauses, added to Rate Card No. 19, follow:

> "Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments but advertisers may elect to substitute new contracts effective at any time after February 4th. 1935, at rates on this card for the unexpired portion of said commitments on the effective date of such new contracts. In the absence of such election rates in effect immediately preceding the effective date of this card will apply to extensions of said commitments for any period or periods up to and including February 3, 1936, for all or part of the same facilities continuously used, and additions to such facilities will be made only at said prior dates. Rates on this card are applicable to all new broadcast series ordered on and after the effective date of this card."
>
> "All network contracts for the same advertiser at the rates on this card may be combined for determining rate of discount. Up to and including February 3, 1936, each advertiser will be allowed:
>
> "(1) Upon each series of programs broadcast at rates in effect prior to February 4, 1935, a per period discount under prior rate cards, measured by the total number of periods used on all series of programs broadcast within a one-year period which could have been combined under the provisions of the prior rate card.
>
> "(2) Upon each series of programs broadcast at the rates set forth in this rate card, a percentage discount under subparagraph 'E' above measured by the weekly gross billing on all series of programs being broadcast concurrently."

Approval of FCC Members Expected Despite Opposition

Judge Sykes Is Attacked Before Senate Committee By Senator Bilbo on Political Charges

CONFIRMATION of the six members of the FCC, whose nominations have been pending before the Senate since Jan. 10, is confidently expected shortly in spite of a bitter attack upon Chairman E. O. Sykes by Senator Bilbo (D)., of Mississippi, in which he openly asked that the Senate Interstate Commerce Committee deny Judge Sykes the post for which he was nominated by President Roosevelt.

Five days of Senate Committee hearings were held—the last on Jan. 29—with no action on the nominations. The hearings were recessed, subject to the call of the chairman, with the committee planning to probe further charges made by Senator Bilbo and by George Lewellyn, former assistant inspector in the Atlanta office of the Radio Commission, who was dismissed from the service following a scandal in that office involving Walter Van Nostrand, former supervisor, who allegedly accepted a commission for the sale of transmitter equipment. Llewellyn had implicated Judge Sykes, Van Nostrand and others in a transaction whereby Oglethorpe University, Atlanta, acquired WJTL—a deal which he alleged involved the "purchase" of a wave length.

Commissioners Quizzed

DURING the hearings Senators ran rough shod over the FCC because of some of its activities in broadcasting. Alleged trafficking in radio licenses was dwelt upon particularly, with the complaint centering upon the disposal of stations at purported exorbitant prices to newspapers and others. It was developed that the FCC is now considering a rule affecting the tendency of newspapers to enter broadcasting field, but the nature of its proposed rule was not disclosed.

Appearing before the Committee Jan. 22 and again Jan. 28, Senator Bilbo accused Judge Sykes of improper political activity during the last elections when he favored former Senator Stephens for reelection over Bilbo, and also charged him with various other actions which were called improper. All of the allegations were categorically denied by Judge Sykes, who took the stand immediately following Senator Bilbo when the hearings opened Jan. 22.

Heeding the comments of Committee members that Llewellyn had not been justly treated in that he was not accorded a hearing before his dismissal in December, 1932, the FCC, sitting en banc, Jan. 29 ordered a hearing on the following day at which the former inspector was invited to appear. The hearing was deferred until Feb. 6.

Implicated in the Bilbo charges were Paul D. P. Spearman, FCC general counsel, and George A. Hill, FCC examiner, both native Mississippians, who also opposed Bilbo's candidacy for the Senate. Mr. Hill was charged by the Senator with having "bought votes"—a charge which Judge Sykes denied after having discussed the matter with Mr. Hill.

The committee interrogated all members of the FCC with the exception of former Rep. Prall, who was confirmed by the Senate Jan. 15 to fill the vacancy created by the resignation of Hampson Gary. Mr. Prall took his oath of office Jan. 19, and assumed chairmanship of the Broadcast Division. His appointment is until July 1, 1935, or for Mr. Gary's unexpired term, but it is regarded as a certainty that he will be reappointed for a seven-year term.

In addition to Judge Sykes, the Committee heard testimony from Col. Thad Brown, vice chairman of the Broadcast Division, named for a six-year term: Paul A. Walker, chairman of the Telephone Division, five-year term; Norman S. Case, vice chairman, Telephone Division, four-year term; Dr. Irvin Stewart, chairman, Telegraph Division, three-year term, and George Henry Payne, vice chairman, Telegraph Division, two-year term.

The early questioning related to the FCC recommendation submitted Jan. 21 that legislation be enacted to permit mergers in the telegraph, cable and radio fields, bringing together such competitive companies as RCA, Western Union and I. T. & T. Sharp opposition to the proposal was indicated by Chairman Wheeler (D.), Montana, and by Senator Couzens, (R.), Michigan, ranking minority member. In spite of the fact that the FCC is divided into three separate divisions, only one of which is charged with the merger proposal, Committee members showed little regard for this and interrogated each Commissioner sharply on the consolidation proposal.

Station Sales Cited

ASIDE from the Bilbo attack, the hearings were enlivened by comments of Senator Wheeler on broadcasting. Expressing displeasure over the fact that both the Middle West and the Far West are not represented on the FCC, while the South and the North East have three members each, he said he would sponsor legislation providing that future appointments be made by the President so each of the five radio zones is represented.

Alleged "trafficking" in radio station licenses, such as the sale of WBAL, Baltimore, by the Commonwealth Gas, Electric Light & Power Co. to the Hearst newspapers, for a price he quoted at $440,000, was criticized by Chairman Wheeler, with Judge Sykes on the stand. The Senate also questioned the practice of attorneys leaving the FCC and immediately becoming representatives of stations or networks in practice before the same body, asserting that he favored legislation which would preclude them from so doing for a stipulated period.

In this connection, Senator Wheeler developed that General Counsel Spearman had resigned from the old Radio Commission as an assistant general counsel several years ago, and had engaged in private practice, and then was named general counsel of the new FCC. Commissioner Payne testified he had looked into the statutes and had found that there is a law which permits independent agencies to adopt regulations prescribing that attorneys leaving particular departments may not practice before them for a stipulated period. The Treasury, he declared, has such a regulation, and he predicted that the FCC, at its next meeting, will consider putting through a similar provision.

International News Photo

CHAIRMAN & CHAIRMAN—Senator Wheeler and Judge Sykes during a breathing spell at the Senate hearings on confirmation of FCC Members.

With Judge Sykes on the stand, Senator Wheeler read into the record the brief filed with the FCC in the educational hearings by Father John B. Harney, Superior of the Paulist Fathers, licensees of WLWL, in which monopolistic tendencies of the networks were alleged. He observed that, while he had "never favored government ownership" of broadcasting, unless these practices were curbed he felt there would be a demand for such drastic action.

First witness to appear was Senator Bilbo, who read a prepared statement outlining his charges. Judge Sykes, he said, was named to the Mississippi Supreme Court while he (Bilbo) was Governor, in 1916, and he charged that in supporting former Senator Stephens, in the last election, he was guilty of "political chicanery". He charged also that Judge Sykes used his influence to arrange a network in three states for a political speech by former Senator Stephens during the closing days of the campaign, keyed from WJDX, Jackson, Miss.—an allegation flatly denied by Judge Sykes. He referred to Judge Sykes, Mr. Spearman and Mr. Hill as "three captains in crime."

"So effective became his (Sykes) onslaught and that of his three captains in crime," said Senator Bilbo, "that I seized upon his perfidious conduct and held it up before high heaven to the scorn and contempt of all good men and women, and made the question of his permanency in authority in Washington a dominant issue in my campaign. I denounced him and his two confederates upon every stump in the state of Mississippi: I pledged myself to the people that when elected to the United States Senate, I would fight his confirmation as a member of the Communications Commission and if I failed to succeed in my efforts, I would continue my warfare against him until he had been driven from the councils of the mighty."

Broadcasting was not touched upon until Judge Sykes completed his refutation of the Bilbo charges. Senator Wheeler then launched his broadside against chain ownership of stations and sale of stations at high figures. He asked why the FCC permitted so many clear channels to go to the chains, and Judge Sykes replied that all applications were considered in relation to public interest and public service.

Senator Wheeler insisted that when stations are sold, such as in the WBAL case the "wave length" is the primary commodity, rather than physical equipment. Judge Sykes, however, characterized this as "good will" acquired by the station, rather than the sale of a government franchise to operate on a given frequency. As to the remark by Senator Wheeler that 35 of the clear channels are "owned or controlled" by the networks, Judge Sykes said this control extended only to program service, but he admitted under persistent questioning that "something will have to be done about this." He said the clear channel study currently being conducted by the FCC to ascertain the degree of service rural listeners receive would be a guiding factor in future steps to eliminate duplication of chain programs.

Advertising on Air

WHEN Senator Wheeler assailed the degree of advertising on the air, and asserted that it must be cut down, Judge Sykes declared that the FCC has given consideration to this problem but feels it would be getting dangerously close to censorship, which is prohibited in the present law.

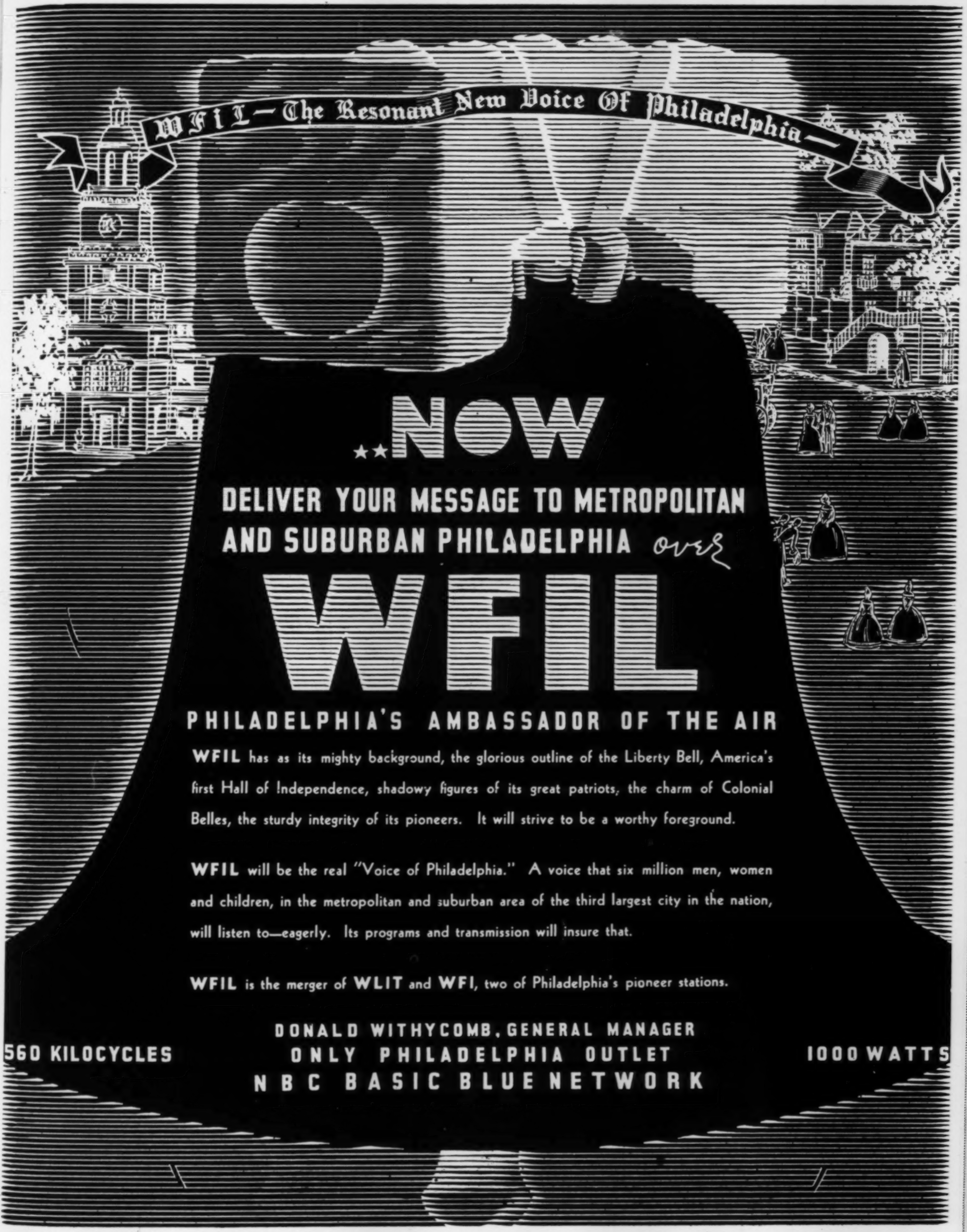
Col. Brown, who was the only other member questioned regarding broadcasting, explained in reply to Senator Couzens, that he was sponsored for appointment on the FCC by Former Gov. James M. Cox, of Ohio, a Democrat. Gov Cox, he declared, now has two stations, operated in conjunction with his newspapers and acquired in recent months. WHIO, Dayton, was purchased as WLBW, Erie, for approximately $85,000, and removed to the former location with the FCC'S consent. WIOD, Miami, was acquired under a lease and option arrangement, but the price was not mentioned.

When the hearings were reopened Jan. 28, Senator Bilbo offered more evidence which he said substantiated his charges against Judge Sykes. These related primarily to the charge that Judge Sykes had used his influence to align a southern station hookup for former Senator Stephens during the last election. Telegraphic advices from managers of the five stations involved, sent in reply to inquiries from Chairman Wheeler, did not seem to bear out these allegations, however.

Senator Bilbo then produced Llewellyn, who read a prepared statement in which he made charges of improper conduct by Van Nostrand, Judge Sykes and others. He charged that Van Nostrand had received a fee of $1,500 in the WJTL case, as well as a commission of $500 for the sale of equipment. WJTL, he said, paid $11,500 for the right to use a frequency. Among other things, he alleged that Judge Sykes' son, Charles Sykes, a lawyer, had accepted a fee of $800 for a station action.

Names of people prominent in broadcasting, including operators of stations in the South and attorneys,

(*Continued on page 37*)



WFIL—The Resonant New Voice Of Philadelphia—

..NOW

DELIVER YOUR MESSAGE TO METROPOLITAN AND SUBURBAN PHILADELPHIA over

WFIL

PHILADELPHIA'S AMBASSADOR OF THE AIR

WFIL has as its mighty background, the glorious outline of the Liberty Bell, America's first Hall of Independence, shadowy figures of its great patriots, the charm of Colonial Belles, the sturdy integrity of its pioneers. It will strive to be a worthy foreground.

WFIL will be the real "Voice of Philadelphia." A voice that six million men, women and children, in the metropolitan and suburban area of the third largest city in the nation, will listen to—eagerly. Its programs and transmission will insure that.

WFIL is the merger of **WLIT** and **WFI**, two of Philadelphia's pioneer stations.

DONALD WITHYCOMB, GENERAL MANAGER
ONLY PHILADELPHIA OUTLET
NBC BASIC BLUE NETWORK

560 KILOCYCLES

1000 WATTS

Revision of Rates In Code Set Aside

Changes Deferred Pending General NIRA Proposal

ON THE GROUND that the price-fixing issue pending before the National Industrial Recovery Board has direct bearing upon the rate provisions of the broadcasting industry code, James W. Baldwin, executive officer of the Code Authority for the radio broadcasting industry, on Jan. 15 withdrew from consideration by the NRA proposals for drastic revisions of the code rate provisions previously approved by the Code Authority.

The proposed amendments, which drew the fire originally of a half-dozen stations, would have prohibited special discounts on combination newspaper and radio rates and "run of schedule" rates which are popular with stations. WDAF, operated by the *Kansas City Star*, protested both of these proposals, and five other stations opposed the second plan in letters to William P. Farnsworth, NRA deputy administrator in charge of the code.

Score of Protests

THE VIGOROUS denunciation of the proposals by WDAF, which asked for a hearing, resulting in NRA setting one for Jan. 11. This was deferred until Jan. 15 and again until Jan. 18. Meanwhile, WDAF and the *Kansas City Star* canvassed all newspaper-owned and operated stations, on the ground that the banning of combination newspaper and radio rates, to eliminate the discount given on radio time would be a definite encroachment upon the rights of both, and would be "price-fixing." Nearly a score of stations promptly sent their protests to Mr. Farnsworth.

Following receipt of Mr. Baldwin's letter withdrawing the proposed amendments, along with one which would have provided a mandatory assessment clause in the code, Mr. Farnsworth on Jan. 16 notified the protestant stations to that end. He explained, however, that the protests were being kept on file and incorporated in the record, so that if the amendments were resubmitted for action, the parties in interest would be notified and heard.

Special Rates

PROTESTS which were on file against one or the other of the provisions not only from WDAF but from WFAA, operated by the *Dallas News;* WTCN, *Minneapolis Tribune* and *St. Paul Pioneer-Press;* WGAL, of the *Lancaster* (Pa.) *New Era;* WMC, *Memphis Commercial Appeal;* WHBF, *Rock Island* (Ill.) *Argus;* KGW and KEX, *Portland Oregonian;* WWSW, *Pittsburgh Post-Gazette;* WDAE, *Tampa* (Fla.) *Times;* WJAG, *Norfolk* (Neb.) *Daily News;* WSBT, *South Bend* (Ind.) *Tribune;* KSO, Des Moines, WMT, Waterloo, and KWCR, Des Moines, of the *Des Moines Register-Tribune;* KFH, Wichita, Kan., affiliated with the *Wichita Beacon*, and WCLO, *Janesville* (Wis.) *Gazette.*

Other protestants were KGIR, Butte, Mont.; WFAS, White Plains, N. Y.; WJJD, Chicago; KOMO and KJR, Seattle, and KROW, Oakland.

In addition to the three proposed amendments submitted to NRA by the Code Authority, another involving a rate question not submitted but pending before the latter group was the proposal which would ban "special rates" for time, including those allowed for broadcasts of more than an hour. A referendum vote of the industry was conducted by Mr. Baldwin, with the vote about three to one for the change. In view of the withdrawal of the other proposals, it is likely that this matter also will be shelved. •

Lasky Named to Manage KTAB in San Francisco

Mr. Lasky

PHILIP G. LASKY, for the last eight years secretary of the Intermountain Broadcasting Corp. and assistant general manager of KDYL, Salt Lake City, has resigned and, effective Feb. 1, becomes general manager of KTAB, San Francisco.

Lasky, well-known in radio through his activities in the NAB, has for many years been actively connected with broadcasting and its immediate ancestor, wireless telegraphy, having held radio operator's licenses since 1918, and having operated the pioneer station 9ZAF in Denver with W. D. ("Doc") Reynolds, with whom he was later affiliated at KLZ, Denver. Previously he was active in the installation of the present KOA, Denver, as an experimental broadcasting venture by the General Electric Co. Even earlier, Lasky assisted in the establishment of transcontinental radio circuits for the Post Office Department, forerunners of the present Department of Commerce airways radio network. In 1927, Lasky became affiliated with S. S. Fox, president of KDYL and has acted as station manager since that time.

Lasky's new San Francisco connection, KTAB, is operated by the Associated Broadcasters, Ltd., with Wesley I. Dumm as president. That station was heard recently on CBS when its executives placed technical facilities and personnel at the disposal of KFRC, San Francisco CBS outlet, in bringing to the nation a broadcast of the landing of Amelia Earhart at the Oakland Airport at the end of her flight from Hawaii.

Changes at WLW

IN MAKING a number of changes in executive personnel, John L. Clark, general manager of WLW and WSAI, Cincinnati, has named Don Becker assistant manager in change of programs; Edward Bauer, from the Crosley manufacturing division, business manager of WLW-WSAI, succeeding Edwin Wegert who becomes WLW sales manager; E. C. Krauter from WLW traffic manager to WSAI program director. Edward Fitzgerald has been placed in charge of music preparation, the arrangers staff and music library, and Bob Nolman has been named to the program and production staff.

HOUSE SPEAKERS
Hearing Aids in Congress
Asked by Stefan

POINTING out that radio listeners miles away from other lines of communication were able to hear President Roosevelt's recent message to Congress better than members of Congress themselves, even though they were actually in the presence of the President, Rep. Karl Stefan (R.) of Nebraska, introduced a resolution Jan. 17 calling upon the Architect of the Capitol to investigate and report on the practicability of installing loud speaker equipment in the House.

Rep. Stefan, the only radio announcer to be elected to Congress, said he was impelled to offer the proposal as a result of his own experience with the poor acoustics in the lower chamber and after conferences with Speaker Byrns, Architect Lynn and various radio experts. He suggested hidden loud speakers throughout the chamber so members and galleries might hear every word spoken on the floor, with microphones at the Speaker's and Clerk's desks and at the reading tables.

Rep. Stefan, with Gene Huse, publisher of the *Norfolk* (Neb.) *Daily News*, is the founder of WJAG, Norfolk, and for last 13 years has been its chief announcer. He is still writing a daily column on Washington affairs which is broadcast locally over WJAG. He is the only Republican elected to Congress from Nebraska in the last election.

Executive Changes Are Made at WBAL

Mr. Daniel

APPOINTMENT of Jules P. Daniel, of the Joseph Katz Agency, Baltimore, as commercial manager of WBAL, Baltimore, was announced Jan. 18 by J. L. Kaufman, Hearst radio executive, who is temporarily serving as acting general manager. The station recently was procured by the Hearst interests from the Consolidated Gas, Electric Light and Power Co., for a price reported to be approximately $440,000, over a 10-year period.

Frank Mulloy, publicity director of WCAE, Pittsburgh, Hearst outlet, has been transferred to WBAL. Gustave Klemm is remaining as program director and G. W. Cooke as chief engineer, with other personnel of the station kept more or less intact, according to Mr. Kaufman. Mr. Kaufman also announced the appointment of Harold Higgins of the New York office of Hearst Enterprises as WBAL accountant.

Frederick R. Huber, director of WBAL, Baltimore, since 1925, will devote his entire time to musical work, following his resignation, tendered recently to Consolidated.

GENERAL MILLS, Inc., Minneapolis (Wheaties) will sponsor Pat Flanagan's broadcasts of the Chicago Cubs baseball games during the summer of 1935 over WBBM, Chicago. The account is placed thru Blackett - Sample - Hummert Inc., Chicago.

Advertisers Study Food-Drug Plan

PROPOSALS for revision of the Copeland-Tugwell Bill (S. 5) to regulate the sale and advertising of food, drugs and cosmetics, are being analyzed by Ole Solthe, of New York, in his capacity as legislative assistant to Senator Copeland (D.), of New York, and will be considered by the latter upon his return to Washington from Florida, during the week of Feb. 4.

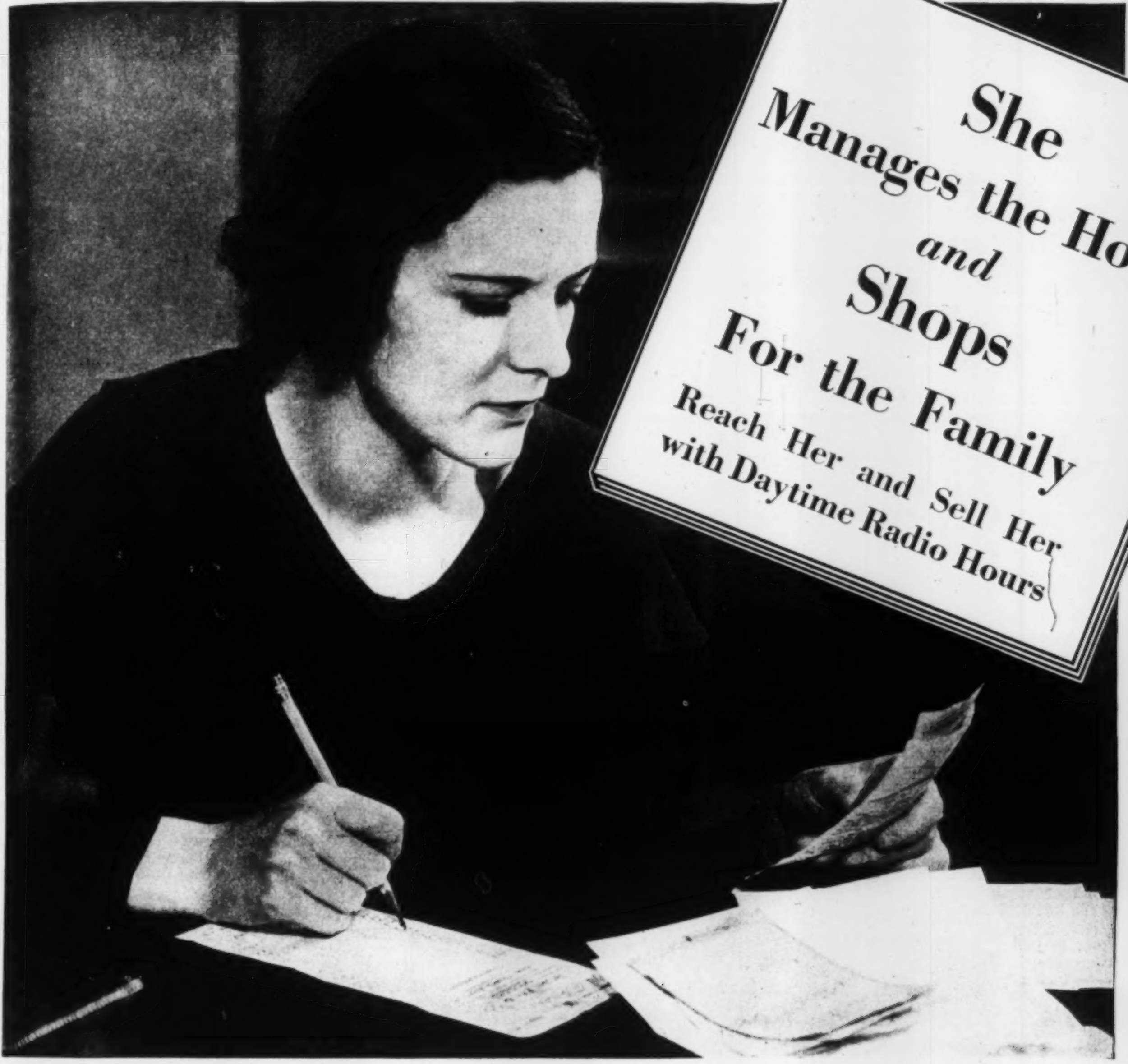
Before leaving Jan. 18, Senator Copeland said he had asked all groups interested in amendments to his measure to discuss them with Mr. Solthe, to avoid protracted hearings. He indicated that he was ready to accept "reasonable amendments". Advertising provisions of the bill have provoked opposition among many groups, although the Advertising Federation of America, has announced its support of the measure, with only minor changes in phraseology.

Among others, the NAB, American Newspaper Publishers Association and the Proprietary Association have requested hearings on the Copeland measure, a rewrite of the bill the New York Senator introduced last session and which was revised five times, without winning approval. In addition to the Copeland Bill there is pending before the Senate the McCarran bill (S. 58), which also has been referred to the Commerce Committee, of which Senator Copeland is chairman. The latter measure, far less radical than that of Senator Copeland, was sponsored by Charles Wesley Dunn, counsel for the Associated Grocery Manufacturers, Inc., and the American Pharmaceutical Manufacturers Association.

In the House there is pending a bill (H. R. 3972), offered by Rep. Mead (D.), of New York, sponsored by James F. Hoge, counsel of the Proprietary Association, which is regarded as sound insofar as it affects the regulation of advertising. It would leave the regulation of all advertising in the hands of the Federal Trade Commission, whereas the Copeland measure would vest this authority in the Secretary of Agriculture, without, however, repealing the advertising powers of the Trade Commission.

Three separate measures, two of them proposing regulation of the sale and advertising of foods and drugs, and the third, including cosmetics also, have been introduced in the California State legislature.

PITTSBURGH PLATE GLASS Co., Milwaukee is planning a widespread radio campaign during the coming months to advertise "Pittsburgh One-Day Painting." Chain programs, transcriptions and local live-talent programs will be used, according to present plans. On March 18 the first broadcast series will be launched over the Mutual Network, featuring Don Carlos and his marimba band, in five quarter-hour daytime broadcasts each week. Well-established local programs will be purchased on about 10 stations in larger marketing centers. Specially made discs, now being transcribed by WBS, will be used in other cities and arrangements are now under way for broadcasts over an NBC Pacific Coast hookup. N. W. Ayer & Sons, Inc., is the agency.



She Manages the Home *and* Shops For the Family

Reach Her and Sell Her with Daytime Radio Hours

WGY

50,000 WATTS
SCHNECTADY

Throughout the entire day women are busily engaged in the endless routine of housework, shopping and planning home improvements. At this time they are particularly concerned about how to buy and what to buy for home and family needs.

Broadcast advertisers who use daytime hours are benefiting by the psychology of reaching these homemakers while they are at work, and most receptive to product advertising.

In the Great Northeast (Eastern and Central New York State and Western New England), the one best station to use in reaching this special group is WGY. A giant in power, and by far the most popular station in the area, it offers a tremendous audience of women who listen to its programs regularly.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

NEW YORK	WASHINGTON	CHICAGO	SAN FRANCISCO
WEAF & WJZ	WRC & WMAL	WMAQ & WENR	KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

How Radio Is Selling Life Insurance

An Underwriter Uses the Air Intelligently and Leads All Others in the Amount of New Business

By E. M. KIRBY

Sales Promotion Manager
National Life & Accident Insurance Co., Nashville, Tenn.

Policies and More Policies Via the Air

THE FILES on life insurance radio promotions are slim and meager, both in the networks and on the local spots.

Life insurance institutions have been slow to use raido. They felt their way along, conservative as usual in all things. They have been waiting for more evidence.

And here it is: In evidence made possible by WSM, Nashville, owned and operated by one of the leading insurance institutions in the nation— the National Life and Accident Insurance Co.

Two years ago WSM first was applied to the direct selling needs of the company's 3,000 field men. In 1933 the Nashville institution led every American and Canadian life insurance institution in the gain of life insurance in force, showing an increase of $32,000,000 over 1932 when radio was not so used.

For the past year of 1934, results have almost doubled the 1933 results, with the gain in life insurance in force amounting to nearly $60,000,000.

The point to remember is: Radio was the only new ingredient added to the sales kit in the past two years. It has been applied under the direction of E. M. Kirby former newspaper and agency man who is the company's sales promotion manager. Mr. Kirby freely gives the lion's share of credit to WSM, which has been thoroughly integrated with the selling theme of the field organization.

The story related here is indicative of fundamental selling principles being interwoven with radio showmanship.

Mr. Kirby

EACH FALL the return of children to the schoolroom furnishes the institution of life insurance an annual opportunity to dramatize the place of insurance in guaranteeing the continued education of the child, no matter who happens to be the parent.

The job life insurance must do is two-fold: (1) Sell the parent on the need of educating the child. (2) Show the parent and the child that we can guarantee the continuance of that education.

The fact that the average grammar school graduate earns but $1,700 maximum, the average high school graduate $2,800 a year maximum, and the average college man, $6,000 a year plus, is a dollars and cents means of selling the need of an education.

Quitting School

WITH THESE figures must be included the fact that U. S. Office of Education surveys show that two out of every ten children in the eighth grade drop out, never to reenter school. The reason is not difficult to discover: Financial emergency generally as a result of a death in the family, causing the child to seek any kind of employment to help replace the lost income in that home, at once. Add to these, the competitive factors in favor of the educated, trained person, and essentially social aspects, and we have the stuff of which a "need" and a "desire" is made.

It is obviously fundamental, but nevertheless basic to this story, to say that when the need is established and sold, the desire is implanted in the breast of the parent to take no chances and see the child through: the good insurance man can fill that need immediately with the proper type of insurance.

And so in our approach to our radio educational series we kept these thoughts in mind: *Show* the need, *create* a desire then *guarantee* its fulfillment.

Dramatic Appeal

FROM purely a radio standpoint the unusual thing of each of the 30-minute "newsreels" was the fact that the 28 minutes of sheer radio entertainment, actually was selling the need in a powerful subtle way. The other two minutes of the program were used merely to compliment the alumni and say to all, "We can guarantee the continued education of your child, and can bring as well, financial security to your home. See the Shield Man on your street or write WSM for information.

Let us see: Each program traced the beginnings and historical traditional background of the colleges. And in each case the episodes showed that our forefathers sacrificed money, labor and self, because they wanted their children to have a better chance in life than they did. This was powerful dramatic material, and rooted out an emotion every parent has in his heart, today, yesterday and tomororw.

Again, each newsreel showed the results of education in the accomplishments of outstanding alumni. We recaptured the interest of alumni by "flashbacks" to familiar campus scenes or famous football episodes. We enlisted the enthusiasm of the present student body by tying-in with current football games, homecomings and campus activities at the following universities: Kentucky, Auburn, Arkansas, Washington of St. Louis, Louisiana State, Illinois, Texas Christian, Texas A. & M., Texas, Southern Methodist, Pittsburgh, Indiana, Missouri, Alabama, Tennessee, Vanderbilt, Oklahoma, Notre Dame, Georgia Tech, Georgia, Tulane, Ohio State, Maryland, Michigan, Detroit, Sewanee, Chicago, Baylor, Mississippi, Temple, Virginia Military Institute.

We received the very closest cooperation of college authorities by refusing to broadcast a single program unless they were completely satisfied and enthused with it from top to bottom. Result here: The college saw an unusual free opportunity for important publicity and it was much to their interests to go out and build up a maximum audience to the program as it was to ours. The interest between the National Life and the college was identical, to put it bluntly: "The Sale of Education."

Guaranteed Audience

UNIQUE, therefore in radio, was the fact that no program in this series went on the air without a guaranteed audience in advance, because each college through its alumni magazine, student paper, state-wide publicity release system with daily newspapers, circularizing of alumni and alumni club organizations, contacts with teachers in secondary and grade schools, delivered to us the attentive ear of a majority of all living alumni, plus the "pick-up" audience these other promotional and publicity features gained.

Our conservative estimate of this guaranteed intensely interested alumni-audience was one million listeners. These alumni, however, do not include members of their families.

Since the interests of the featured university and ourselves were mutual, there was no trouble whatever in establishing contact between our field men and alumni groups and individuals in every section of the country. To provide further material for the cementing of this relationship, the Home Office turnished alumni groups, through its field men, a handsome poster in four colors, merchandising the program, suitable for use on high school bulletin boards, neighborhood stores, club rooms and bank and office building lobbies, and general display.

Promotion Methods

A THUMB-NAIL sketch of what the program would contain was furnished every agent so that he could intelligently discuss it with the alumnus before the program went on the air. This information was also furnished every radio editor whom we thought had an important interest in the college broadcast. Tune-in advertisements were run in one hundred daily newspapers where we maintained District Offices. As a result, the interest of the alumni was aroused to a point where they not only wanted to listen to WSM, but also wanted to recruit new listeners, which would spread the prestige of their alma mater in their own communities, particularly with the coming generation, whence comes the college enrollment of tomorrow.

Moreover, the great "push" behind this series of programs automatically merchandised the idea to our field force of developing educational lead-ins as a selling approach to all prospects, whether interested in the program or not, whether college people or not. We avoided narrowing the scope of this to strictly college people, by highlighting the disastrous effects of impoverished homes among children in the primary and secondary schools. As a result our men had selling ammunition for every type of home they canvassed; and the tremendous drive behind these programs kept it ever before their minds.

Program Structure

AN AVERAGE of 50 people were required for each broadcast, a male chorus of 16 voices, an augmented orchestra of 22 pieces and a dramatic cast anywhere from 15 to 20. Voice descriptions were obtained from the colleges with the program material. Two musical arrangers were kept busy at work arranging the music for the coming programs The job of learning and singing professionally five or six new songs, for each program, or ten or twelve a week, is a job only a musical director, musician or singer can fully appreciate.

Structure of the program was built around five or six dramatic episodes, interspersed with the college music, woven around a central moving theme. Only the human interest stuff, "newsworthy" material, was dramatized and each episode was made to stand on its own bottom with a "punch line." One announcer, chosen carefully for diction, intelligence and clarity and rapidity of speech, Russell Wyly, served as the connecting link between episodes and music.

Our observation is that radio, intelligently conceived and consistently applied, can sell service or merchandise—our own record proves it. Two years in a row, the Sales Leader—two years in a row, radio at work for us . . . Radio Can Sell!

West Coast Advertisers To Meet in San Diego

THE RADIO department of the 1935 convention of the Pacific Advertising Clubs Association, will be handled by John Wells, program director of KFSD, San Diego, with C. P. MacGregor, president of MacGregor & Sollie, Inc., San Francisco as vice-chairman. This was announced Jan. 21 by D. R. Minshall, president of the association, following its mid-winter conference in San Francisco.

The association, composed of members of more than 30 Pacific Coast advertising agencies, will convene in San Diego, Cal., June 23 to 27, inclusive.

Wells and MacGregor are now building their radio departmental program for the annual meeting. Another conference of advertising executives will be held at Longview, Washington, on Feb. 4, when Pacific Northwest members of the association will discuss their plans for the convention.

ABC MAKES HISTORY

Newest Network Marches On to More Radio Triumphs

> ***"First ABC had the Morrow Castle Investigation. Now it has the Hauptmann trial from the Sheriff's courthouse office. Other networks are said to be peeved."***
>
> ***Jerry Franken in "Billboard" for January 26, 1935.***

AMERICAN BROADCASTING COMPANY is up in the forefront with the history makers. American Broadcasting enterprise never misses a trick. American Broadcasting conceives of a network as meaning public service as well as profit. Vast audiences in 23 principal markets listen consistently to ABC stations which unfailingly deliver fastest first-hand reports on the Flemington trial—news story of the decade. Other networks take their time, feed the public predigested doses. ABC broadcasts direct from the courthouse, serves up the news while it's sizzling.

ABC sponsors on all stations are pleased with results and praise the enterprising "third chain" as it again makes radio history.

First, the Morro Castle federal inquiry—an exclusive ABC feature, sent hot and fresh from the hearing room. Now, the Flemington trial with ABC news casters on the scene, closer to action than any other radio broadcasters. Such service cannot fail to attract MILLIONS OF LISTENERS!

Buy American time. It is the biggest bargain in advertising today. Your business needs the push and go of this astonishing network for CERTAIN sales results.

ABC HAS THE NEW IDEAS. ABC KNOWS HOW TO USE THEM!

ABC offers the LOWEST COST per listener for concentrated coverage. Nighttime rates for the entire network are $2,870 per hour, $1,810 per half hour and $1,105 per quarter hour. Daytime rates are half the nighttime prices.

The American Broadcasting Company's new key station, WNEW, gives ABC increased power, greater coverage, in the giant market of metropolitan New York.

ABC Stations in These Cities are Doing Radio's Biggest Job for Advertisers:

New York
Akron
Albany
Baltimore
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Columbus
Detroit
Gary
Little Rock
Memphis
Philadelphia
Pittsburgh
Providence
Rock Island-Davenport
St. Louis
Trenton
Washington
Waterbury
Wilmington

AMERICAN BROADCASTING COMPANY

GEORGE B. STORER, President

501 Madison Avenue
NEW YORK CITY

3300 Union Guardian Building
DETROIT, MICH.

BUFFALO'S
BEST BUY

The commercial business of Station WEBR increased 47% in 1934.

This healthy rise was due largely to the fact that more and more local and national advertisers are discovering that it is a station's popularity . . . and not its power . . . that produces the best results.

Success has not gone to our heads. Despite the clamor for time on WEBR we refuse to up our rates—always the lowest and unquestionably radio's outstanding bargain in the second largest city of the Empire State.

Do not be deceived by the extravagant claims of elegantly printed brochures. The simple story of a radio station which alone has developed a small local shoe store into a city-wide chain with an annual sale of 1,200,000 pairs is more eloquent than the unsubstantiated claims of so-called surveys.

Station WEBR frankly caters to every part of the pronounced cosmopolitan population of Buffalo and Western New York. That is why, hour by hour and day by day, it constantly has the largest audience along the Niagara Frontier.

WEBR

The Howell Broadcasting Company, Inc.

H. H. HOWELL
President

ROY L. ALBERTSON
General Manager

Buffalo outlet of American Broadcasting Company

Humboldt J. Greig Leaves Greig, Blair & Spight, Inc.

WITHDRAWAL of Humboldt J. Greig from the firm of Greig, Blair & Spight, Inc., station representatives, as of Jan. 15, was announced Jan. 21 by John P. Blair, senior member, with headquarters in Chicago. For the time being, it was stated, the business will be conducted under the same firm name, with Mr. Blair heading the Chicago office and Lindsey Spight in charge of the Pacific Coast division.

Curtis Willson, for nearly a year manager of the Detroit office, has been transferred to New York as manager of that office, succeeding Mr. Greig. He was formerly in the General Motors organization, and prior to his assignment in Detroit, was at the San Francisco office of the representative organization.

Mr. Blair has been elected president and Mr. Willson vice president. It was announced that the policy of the newly constituted firm will be to develop along lines of newspaper representation, having as far as possible one man specially assigned to represent each station.

Black Leases WSGN

WSGN, Birmingham, has been leased from the R. B. Broyles Furniture Co., licensee, by Ormond Black, secretary of the Protective Life Insurance Co., of that city. It is understood that the lease, which becomes effective Feb. 1, is for five years. D. D. Campbell, formerly commercial manager of the station, will assume the managership.

Mrs. Henry Bellows

MRS. MARY SANGER BELLOWS, 46, wife of Henry Adams Bellows, former vice president of CBS and now special legislative representative of the NAB in Washington, died at her home in Washington Jan. 19 after a long illness. Funeral services were held at Mt. Auburn Chapel, Cambridge, Mass., Jan. 21. Besides her husband, she is survived by a daughter, Mrs. Philip W. Pillsbury, of Chicago, and a son, Charles S. Bellows, a student at Harvard. Mrs. Bellows was born in Annapolis, Md., where her father was a professor of chemistry at the U. S. Naval Academy. He later became director of the Harvard chemistry laboratory. She met Mr. Bellows at Harvard, and they were married in 1911 while he was an assistant professor at the University of Minnesota. They lived in Minneapolis for 22 years before Mr. Bellows came to Washington as one of the original members of the old Radio Commission.

Curtiss Candy Spots

CURTISS CANDY Co., Chicago candy bar manufacturer, is signing 365-day contracts for a number of spot announcements daily with stations in all parts of the U. S. Contracts call for from two to 25 daily announcements, with time during the children's hours in the late afternoon and early evening preferred. At present about 20 stations are carrying these announcements and other stations are being added as rapidly as time can be arranged. The account is placed thru McJunkin Advertising Co., Chicago.

Want to
KNOW SOMETHING
about WOMEN

Women—because of their professional interest in values—make the most profitable audience for an advertiser.
We've proved that conclusively with KSTP in the 9TH U. S. RETAIL MARKET where we've built up the largest and most responsive "Women's Audience" during the daytime. Here's just one of the potent findings (others on request) from the recent Ernst & Ernst Survey:

From NOON to 5 P.M.
Station B average audience 32.8% . . . KSTP audience 50.6%—about 60% GREATER!

TO OPEN THE FAMILY PURSE IN THE NORTHWEST TALK TO THE "WOMEN'S AUDIENCE" OF KSTP

For Northwest Market Facts
Just Ask: FORD BILLINGS, General Sales Manager, KSTP, Minneapolis, Minnesota, or our
NATIONAL REPRESENTATIVES:
in New York—PAUL H. RAYMER CO.
in Chicago, Detroit, San Francisco—GREIG, BLAIR & SPIGHT, INC.

KSTP
MINNEAPOLIS—ST. PAUL
DOMINATES THE 9th U. S. RETAIL MARKET

Buy KFRC in San Francisco

Because

1 KFRC thoroughly covers the entire Greater San Francisco-Oakland Trading Area (population 1,965,542).

2 It is a CBS outlet—your guarantee of network popularity.

3 It has *local acceptance* due to its daily production of popular Coast network and local features.

4 Its experienced production staff can create and produce *your* program—*competently.*

5 Its local rate (15 minutes evening) is 50 per cent less than that of the other network station.

6 It will co-operate conscientiously to assure the success of your campaign. . . *Write for full details.*

MURRAY B. GRABHORN, Sales Manager, KFRC

The DON LEE Chain

In addition to local spot broadcasting, the Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems.

●

You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield

●

You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara.

●

You can buy a California network by combining these two and get your message over eight stations in the eight major distributing areas of California.

●

Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma, Spokane.

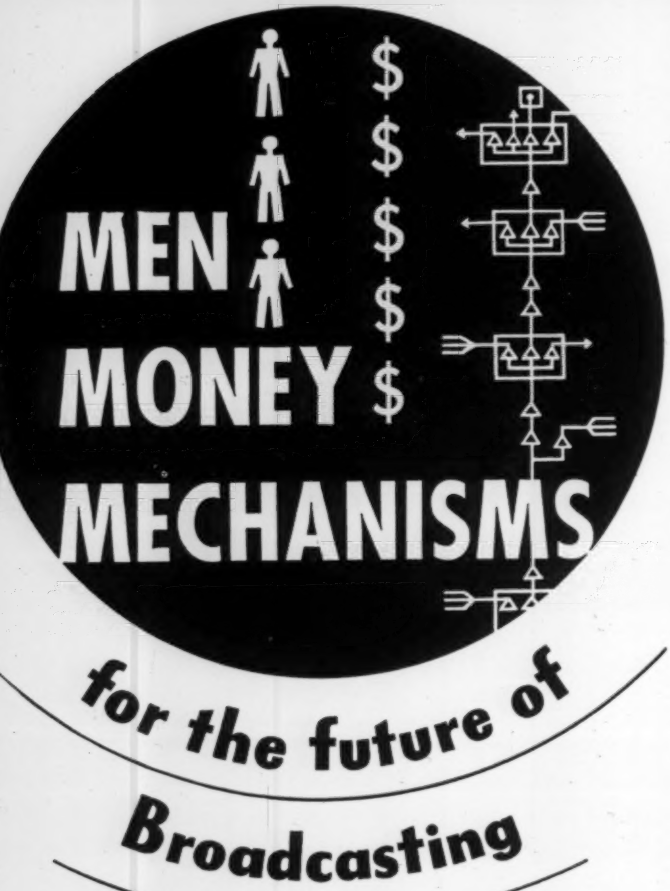
KFRC

The Don Lee Broadcasting System • 1000 Van Ness Avenue, San Francisco

AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM

Representatives: RADIO SALES, INC.
New York City: 485 Madison Ave. . . Chicago: 410 N. Michigan Ave.

LOS ANGELES OFFICE
Don Lee Building, Seventh and Bixel Streets



THE Bell System has a large investment in facilities used in broadcasting. It has provided more than $20,000,000 worth of program circuits and special equipment. Hundreds of technicians are responsible for sustained, high-quality transmission.

This equipment and this personnel are more than adequate to meet the present needs of the networks. Common sense dictates that they be kept so. Every index of future developments is studied, charted. There are constant tests and experiments.

The process of looking ahead will continue. Two great industries will go forward together toward the ultimate goal — broadcast reproduction so nearly like the actual program that there will be no audible difference.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES
BELL SYSTEM

Transradio Widens Foreign Coverage

Acquires Reuters Service to Replace Havas of France

FOREIGN news coverage of Transradio Press Service has been almost doubled by acquisition of the service of Reuters of Great Britain, according to Herbert Moore, Transradio president, who announced at the same time that the tieup with the Havas Agency of France had ceased Jan. 12.

Reuters will file flashes and bulletins night and day, Mr. Moore said, augmenting the Central News of London report. Foreign coverage of Transradio, he added, now is independent of any foreign government-controlled or subsidized press association.

In addition Transradio has Wythe Williams, war correspondent, in Europe as head of its own newsgathering setup which consists of American-born or American-trained newsmen in every major capital of Europe, Mr. Moore explained. Williams maintains headquarters at Paris and Geneva.

Reuters claims to have 3,000 staff correspondents and 10,000 special correspondents throughout the world, penetrating inaccessible outposts from which news is received by radio, steamer, pony express, camel, yak and even the tom-tom telegraph of the bushmen.

The contract with Havas expired Jan. 5 but it was extended to Jan. 12 as a courtesy to Transradio, Mr. Moore said.

Camille Lemercier, Havas' general manager for North America, said the action was inspired by the possibility that such distribution might cause misunderstanding regarding Havas' policies.

"Havas is primarily interested in the sale of news to newspapers," he said. "Since some American publishers take strong exception to the broadcasting of news, Havas does not want to appear to be taking sides in the issue between the publishers and the broadcasting stations. Having carefully considered the position, we have decided that Havas should follow the same policy as the american news associations and confine its activities in this country to the pursuits for which it was created." Havas now has no radio clients in the United States.

KHJ Quick on Trigger In Prison Escape Drama

THE PRISON escapes at San Quentin, California, was the dramatization for the *Calling All Cars* from KHJ to the Don Lee network Jan. 22, with a repeat later in the day to the entire CBS network. The broadcast recreated the sensational prison break in which four convicts assaulted the warden, and kidnaped four members of the State Board of Prison Terms and Paroles and two guards as hostages.

While the dramatization was given on the *Calling All Cars* program the week after the incident, an even more timely dramatization was done from KHJ the afternoon of the break. With the wires still "hot" with news of the escape and the subsequent capture, the KHJ staff dramatized the affair 80 minutes after it occurred. The *Calling All Cars* episode, of course, was more in detail.

WFBL

BIGGER AND BETTER

The already dominant signal of station WFBL has been increased to 5,000 watts for daylight operation.

This means to the national advertiser increased circulation, a bigger listening audience.

This increased power assures the listener signal strength sufficient to override atmospheric and man-made interference. It guarantees dependable reception of a BIGGER AND BETTER WFBL. The station rates remain the same, A 5,000 WATT STATION AT A 1,000 WATT PRICE.

●

Radio Sales, Inc., National Representatives

SYRACUSE, NEW YORK

Today's Baby

WTAM
50,000 WATTS
CLEVELAND

Happy, Husky, Healthy and Alert...

Thanks to the Aid of Daytime Radio Hours

In the thousands of homes with young, growing children, NBC *Daytime Radio programs* are playing a vitally important part in keeping these youngsters up to par in health, in happiness, in appearance. For mothers, busy at the many duties of planning, working and shopping for home and for family, find their radios a convenient guide to practical homemaking and practical buying.

And so the number of spot and local broadcasters sending messages into homes during the daytime, mounts higher and higher.

To reach this important *daytime* audience of women in the Cleveland area, use WTAM. The only clean channel, high power station in this rich section of Ohio, it has always been the favorite of radio listeners.

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

SOUND BUSINESS POLIC

WCK

Cincinnat

DOING THE REAL JO

LICY

Y

nti

OB FOR THE ADVERTISER!

L.B. Wilson

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1935, by Broadcasting Publications, Inc.
EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Getting the Rate Right

THE READJUSTMENT of card rates of the networks, announced within the past month, should not cause a ripple of backfire from advertisers or their agencies. The step was evolutionary, rather than revolutionary. Last summer, Broadcasting disclosed in an analysis of a study made by the Association of National Advertisers, how radio represented a far better buy, dollar for dollar, than any other advertising medium. In cold figures, ANA itself divulged that radio rates had not kept pace with the degree of service rendered, when compared with the rate structures of competitive mediums.

The over-all rate increase for the two networks averages about 5 per cent. The ANA survey showed that radio, with about a 50 per cent increase in circulation from 1929 to 1933, showed a decrease of about 10 per cent in the cost of reaching 1,000 families. Since then there has been a phenomenal increase in radio set sales; about 20,000,000 of the nation's 30,000,000 homes are now radio equipped. Certainly this circulation increase justifies a rate advance such as has been introduced.

A big stride forward by both NBC and CBS in their new rate structures is represented in the discount provisions. While arrived at in different ways, both have as their objective the encouragement of "through schedules" by advertisers, the year around. All broadcasters are looking toward the day when summer business will keep abreast of the fall and winter levels, and they have ample proof that folks listen in the summer. Daytime also should prove vastly more saleable under the revised rate schedules.

Stations affiliated with the networks should benefit proportionately in the rate increases. One of the objectives of the NBC realignment was to make it possible to invoke a system of station compensation which would end the constant bickering it has had with affiliates over the flat $50 per hour commercial rate and the $1,500 per month sustaining fee.

Individual stations likely will follow the networks in revising their rate structures. Many of them will glean new benefits in the spot field also from the arrangement made by World Broadcasting System with Free & Sleininger and other station representatives as a means of eliminating the "third 15%" and at the same time stimulating production in the spot transcription field.

Everybody should benefit from the upward rate trend. More wherewithal for station operators as well as the networks naturally will reflect itself in better programming and greater employment and wage levels. As long as radio gets the results for advertisers who use the air judiciously, as is indicated by the great demand for time, there will be no justified protest from advertisers about rates.

Bellingham Appeal

FINAL adjudication of the case of the Associated Press vs. KVOS, Bellingham, Wash., involving the basic issue of news broadcasts, is being undertaken as a test case for both the press and the radio industries. The A. P. and the United Press, both powerful in their field, have decided to appeal from the revolutionary decision of Judge John C. Bowen of Seattle, who held that broadcasting stations have an unquestioned right to broadcast dispatches from newspapers whatever their origin, once those newspapers are sold to the public.

Now the NAB will seek to raise a fund of about $25,000 to defray possible costs of the appellate litigation in behalf of the broadcasting industry at large. At its worst, the San Francisco Court of Appeals my reverse that ruling, and an appeal then will be in order to the Supreme Court of the United States. It seems to us that the broadcasting industry should fall solidly behind the movement for a final adjudication.

Prices and Products

THE SUCCESS story of radio as a medium for quick-turnover goods is too well known to require constant repetition. Less familiar and more recent, however, is the achievement of broadcasting in selling high-priced products near the thousand dollar class and beyond. Herein is a narrative, elsewhere carried at length in this issue, that sounds almost like fiction, so striking is its lesson to those interested in getting people to buy goods—whether fast-moving or high-priced.

Last year saw makers of upper-bracket commodities almost double their radio budgets on the networks, in some cases the increase amounting to a good deal more than 100%. This advance was not confined to any particular field, but included automobiles, office equipment, radio sets and several recruits from the insurance and finance group. But after all, it's only one more story in the success edifice that radio is erecting.

The RADIO BOOK SHELF

A COMPREHENSIVE analysis of contests presented prior to 1934 over NBC has been published under the title *The NBC Handbook on Offers and Contests*. It lists all pertinent details of all contests and premium offers and lists the response in many cases. The 1934 section will be published when complete information has been tabulated.

HOWARD S. LE ROY, Washington attorney and former assistant solicitor of the State Department, who is secretary of the American Section of the International Committee on Radio, has published an outline and guide to air law covering municipal and international radio and aeronautical laws and containing one of the most comprehensive bibliographies on the subject ever compiled. The 120-page volume is titled *Air Law: Outline and Guide to Law of Radio and Aeronautics* and is published by the Randolph Leigh Publishing Co., 725 15th St., Washington ($3).

JUST published by NBC is a brochure titled *A Study of the Relative Effectiveness of Major Advertising Media*, based on a survey by the Psychological Corp., reviewed in detail in the Dec. 1 issue of Broadcasting. It indicates the preferences of gasoline dealers, grocers and druggists.

Time for Truce

THE UNANIMOUS findings of the FCC against allocations of fixed percentages of radio facilities to non-profit institutions will be greeted with satisfaction by broadcasters and by the vast majority of educators and religious leaders. The Commission's report to Congress, the result of five weeks of exhaustive hearings, is a complete vindication of the stand of the broadcasters against class allocations and of most of the educational and religious leaders who testified that they are already cooperating happily with the status quo.

The industry cannot sit back with smug complacency, however, and regard its fight as all over. Reform crusaders, a peculiar breed, will not be won over by the weight of argument or by judicial findings. They may elect to continue their crusades, if only to hold on to their jobs. Already some of them have run to the Senate, apparently intent upon continuing their lobby.

Though in the end sound judgment will prevail, pin-pricking tactics can leave a lot of sore spots. Radio's desire now should be one of healing what sores remain, yet armoring against further thrusts. The FCC's proposal to call a national conference on cooperation between education and radio should be welcomed by all factions. Such cooperation is nothing more than the broadcasters offered in the first place—indeed, as the report points out, voluntary cooperation already exists to a great extent, and radio already is giving freely of its time to non-profit pursuits as a public service. At such a conference, perhaps it is not too much to hope, even the Morgan faction, which started most of the fuss and pother, will shift its methods towards constructive ends.

We Pay Our Respects To—

ANNING SMITH PRALL

IN THE SEVEN years of radio regulation under Federal commissions 17 men have served on the old Radio Commission and the new Communications Commission, but there never has been a commissioner with a legislative turn of mind and a Congressional background. The FCC now has acquired such a person in Anning Smith Prall, of New York, distinguished parliamentarian, Democratic leader, business man, journalist and public servant for nearly two decades.

On Jan. 19, former Congressman Prall, of Staten Island, New York, became Commissioner Prall, chairman of the Broadcast Division of the FCC. On that day he took his oath of office after speedy Senate confirmation of his nomination by President Roosevelt—the only member of the seven-man agency accorded that honor without preliminary interrogration by the Senate Interstate Commerce Committee.

A dozen years of service in the House by Mr. Prall ended when the new Congress convened Jan. 3. During his Congressional tenure he had become a powerful figure in Democratic councils. Among other duties, he had been entrusted with the chairmanship of the important Patronage Committee, a post requiring infinite diplomacy and the utmost confidence of his colleagues. He comes to the FCC as a personal and respected friend of the President, and as a man who knows by first name and is known by first name to a vast majority of the 435 House members and by a sizable group in the Senate.

It goes without saying that, besides his other duties at the FCC, Mr. Prall will be the legislative contact of that agency, fitting into a niche never before occupied by a member of the FCC or its predecessor agency. Since broadcasting began, the superficial knowledge of radio evidenced by all but a handful of the members of Congress has been deplored. Members have orated at length without knowing the difference between a kilocycle and a sunspot cycle. Under the guidance of Mr. Prall, who knows his Congressional ropes and is rapidly acquiring an expert's concept of radio and its ramifications, a transition is in the offing on Capitol Hill.

A sketch of Anning Smith Prall would be incomplete without turning the pages of American history back to pre-Revolution days. It was in 1763 that the Dutch family Prall settled on Staten Island, N. Y., the fourth family to locate there. His ancestors figured in the barter that will stand as the greatest investment of all time, for they bought what is now Manhattan from the Indians for a trunkful of colored beads and trinkets, plus a few blankets. The Prall family has lived in Staten Island ever since, and the present head of the household maintains his home at West New Brighton, N. Y.

Anning Smith Prall was born Sept. 17, 1870, at the ancestral home on Staten Island. His appearance, however, belies his 65 years. He is of medium height, but sprightly and athletic appearing. A most pleasant conversationalist, he has an inexhaustible supply of "stories," every one of which pounds home a point, and often a moral. He is jovial without being hilarious, and appears headed for a contest with Former Gov. Norman S. Case, of Rhode Island, for the distinction of being the handsomest member of the FCC.

Son of the assistant treasurer of the Baltimore & Ohio railroad, Anning Prall received his preliminary education in New York public and high schools, as well as in city institutions of higher learning. A flair for writing carried him to the old *New York World*, where he served as a reporter for several years, but he soon turned to economic pursuits and worked in a savings bank for several years. From that post, he joined the Cosgrove Coal Mining Co., Johnstown, Pa., which operates mines in Pennsylvania, Illinois, Indiana and Maryland. He is still vice president of that company.

Although prominent in local civic affairs and politics during his early youth, it was not until 1918 that Anning Prall found himself in the limelight as a member of the New

(*Continued on page 42*)

PERSONAL NOTES

T. WYLIE KINNEY, a member of the sales department of WOR, has been appointed sales promotion manager and special sales representative. Before entering radio, he had extensive advertising experience with *Pictorial Review* and *Butterick's*, and earlier he was engaged in the merchandising of cosmetics of his own invention. He is a graduate of Andover Academy and Yale.

JOHN EUGENE HASTY has been granted a 90-day leave of absence as production manager of MacGregor & Sollie, Inc., San Francisco transcription studios, and has gone to New York to write and produce two coast-to-coast network shows. One of the accounts is sponsoring "Al Pearce and His Gang."

JAMES COSGROVE, account executive for KYA, San Francisco, was promoted to commercial manager of the station, succeeding David H. Sandeberg.

EMILE GOUGH, an executive of the Hearst Radio, Inc., New York, and general manager of the Pacific Broadcasting Corp., San Francisco, after several weeks on the Pacific Coast visiting his family, has returned to his eastern headquarters at 959 Eighth Ave., New York.

THOMAS L. LITTLEPAGE, head of Littlepage & Littlepage, Washington counsel for various radio stations, on Jan. 17 was awarded the Cosmopolitan Club's distinguished service medal for the most outstanding service to Washington in 1934. He was formerly president of the Washington chamber of commerce.

R. H. SCHOFIELD, formerly with the Horluck Brewing Co., Seattle, has been named to the commercial staff of KOMO-KJR, Seattle, the third addition to the staff in the last few weeks. Miss Virginia Robinson, a graduate of the University of Washington, has been appointed to the news department.

EDGAR J. ANZOLA, director of WV1RC, Venezuela, who recently visited the United States, has been awarded a distinguished service medal for his educational work by the Venezuelan government.

GLADSTONE MURRAY, Canadian-born publications director of the British Broadcasting Corp., who visited Ottawa and New York early last year to confer with radio officials, has been acting as program controller of the BBC during the illness of Col. Alan Dawnay.

DAVID WORRALL, manager of 3DB, operated by the *Melbourne* (Australia) *Mail*, has arrived in San Francisco aboard the Matson liner *Mariposa* to inspect radio in this country. He will visit Los Angeles, Chicago, Detroit, Boston and New York.

HOWARD BARTON, former advertising manager for I. J. Fox, has joined the commercial staff of WGAR, Cleveland. Miss Jean Moore, secretary to Leslie Fox, commercial manager, and Harold Waddell, of the orchestral staff, were married Jan. 13.

LOREN STONE, formerly of KOMO, Seattle, has joined KOL, Seattle, as special sales representative.

JOSEPH M. BRYAN, president of WBIG, Greensboro, N. C., was chairman of the local committee for the birthday ball in honor of President Roosevelt. Major Edney Ridge, WBIG manager, was a member of the national radio committee.

HARRY A. ROSS, president of Ross-Federal Service, New York, will sail late in February for Honolulu to open a branch office there. Other branches will also be opened in London and other European cities.

HENRY PEARSON and Herbert Goldsmith have joined the commercial staff of WCAE, Pittsburgh.

JACK VAN VOLKENBERG, manager of KMOX, St. Louis; Brad Robinson, sales director and a former all-star football man at the University of Minnesota, and France Laux, sports announcer, were among the radio and newspapermen feted by the St. Louis Browns at a dinner last month attended by President Herridge of the American League and other baseball notables.

EDWARD PETRY, president of Edward Petry & Co., left New York Jan. 18 on a business trip through the South and Middlewest. He planned to vacation in Miami for a short period.

SAM PICKARD, CBS vice president and his family, left for Miami Beach Jan. 25 for an indefinite stay. Mr. and Mrs. Pickard are recuperating from injuries sustained in an automobile accident recently.

NATE LORD, manager of WAVE, Louisville, Ky., has been laid up with an attack of the flu.

HERB SHERMAN, general sales manager, WJJD, Chicago,-WIND, Gary, announces the addition of A. C. Hoaglund, Stan Golstein, Frank Kolar, Victor Short and Gene Ferguson to his staff.

RALPH NORDBERG is back on the WJJD, Chicago, sales force after a year's absence.

DIETRICH DIRKS, general manager of KFAB and KFOR, Lincoln, and KOIL, Omaha, Neb.; H. H. Hoessley, station manager at WAIU, Columbus, Ohio; Charles Caley, commercial manager of WMBD, Peoria, Ill.; and J. Buryl Lottridge, commercial manager of KOIL, held an impromptu convention the middle of January when they met unexpectedly in Chicago at the offices of Free & Sleininger, Inc., radio station representatives.

BERT PHILLIPS has been appointed sales manager of KHJ, Los Angeles, succeeding Arthur J. Kemp, resigned. Don Bernard, program director, has also resigned, and his work is being handled by Scott Perkins, production manager.

DON E. GILMAN, NBC vice president in charge of the western division, has been elected vice president of the San Francisco Commercial Club.

ARTHUR WESTLUND, manager of KRE, Berkeley, Cal., has been elected president of the Oakland (Cal.) Executive Association.

LLOYD E. YODER, NBC western division press relations manager, has been elected a director of the San Francisco Junior Chamber of Commerce.

E. R. SPRINGER, formerly account executive for KYA, San Francisco, has joined the commercial department of KROW in the same city. E. Andrew Barrymore is also a new addition to KROW's sales staff. He was formerly associated with KJBS, San Francisco.

GENE HUSE, operator of WJAG, Norfolk, Neb., and publisher of the *Norfolk Daily News*, sailed Jan. 24 on the *Peten* for Costa Rica on a vacation trip.

ENGAGEMENT of John F. Roche, of the CBS Publicity Department in New York, and Miss Mary Marioora McDermott has been announced by Dr. and Mrs. T. S. McDermott, of New York City. Miss McDermott, a graduate of Rosemary Hall and Bryn Mawr College, was on the staff of *Tide* before taking charge of Trade News for the CBS Sales Promotion Department two years ago. She will give up her duties Feb. 15, and the ceremony will take place March 2. Roche was formerly on the staff of the *New Yorker*, and has been with Columbia almost three years. Recently he was given a special assignment in charge of the System's Institutional Publicity.

K
COMPLETE N. B. C. SERVICE
V
O
25,000
WATTS
TULSA, OKLA.
O
The Most Powerful
Station between
St. Louis,
Dallas and Denver

BEHIND THE MICROPHONE

HAL BURNETT, of the CBS Chicago publicity department, has resigned to take over the insurance brokerage business of his father, Henry C. Burnett, who died Jan. 3. Burnett joined Columbia in the fall of 1933 as night editor of the western bureau of Columbia News Service and was later transferred to the publicity department in charge of special features.

HOWARD T. KEEGAN, former program manager of WCFL, Chicago, is now a member of the Chicago NBC production staff, where he succeeds Joseph T. Ainley who has joined Erwin, Wasey & Co., Chicago, as a member of the agency's radio department.

ED SIMS, formerly of WKBC, Birmingham, and other stations, is announcer on the "Sports Parade" of WGPC, Albany, Ga.

RALPH HIEATT, formerly with WLW, Cincinnati, and John Mathae, formerly writer and actor with Paramount Pictures and with KWK, St. Louis, have joined the continuity staff of KMOX, St. Louis.

ELSIE HORNER, publicity woman of KMTR, Hollywood, late in January was promoted to program manager.

MISS KATHLEEN GORDON has resigned from the position of music librarian at WOR, Newark, to join McCann-Erickson Inc., as assistant to the director of music, Josef Bonime. She is succeeded at WOR by her former assistant, Miss Mary Murray.

ROBERT L. STONE, NBC production and sound effects man, will join the production staff of WOR, Newark, Feb. 1. Stone is a graduate of Knox College, and has been a member of the production staffs of KVOO, Tulsa and WTIC, Hartford.

A BIRD IN
THE HAND
WREN is producing profitable results for scores of different types of businesses. With known results achieved by WREN to guide your selection of the radio station in the Kansas City territory—why experiment? "A bird in the hand is worth two in the bush." WREN is the bird you're looking for.

WREN

VERNON H. SMITH
Manager
Office and Studio:
WREN BUILDING
LAWRENCE, KANSAS

GREIG, BLAIR & SPIGHT, Inc.
National Representatives
NEW YORK - CHICAGO
SAN FRANCISCO LOS ANGELES
DETROIT

Boake Carter at Work

QUITE candid is this picture of Boake Carter, CBS news commentator, puzzling a bit over his comment on the Hauptmann trial. He is shown in his hotel room in Flemington, N. J., typing out one of his eye-witness accounts. Hands of the wrist-watch are at 7:25 and his comments, coming from a microphone in the hotel room, are broadcast 7:45-8 p.m.

MEREDITH WILSON, general musical director of NBC's western division, San Francisco, closed 1934 with 152 arrangements and 15 original compositions, three of which have been published.

ROBERT TROUT, who has handled presidential broadcasts for CBS for the last few years, and who recently was transferred to the New York staff of the network, has been assigned to handle feature events under Paul White. He also broadcasts the Press-Radio Bureau news reports.

GEORGE CASE, staff announcer of WFBE, Cincinnati, is producing several of his own programs, sponsored locally.

CHARLES SEEBECK, formerly chief announcer of WLTH, Brooklyn, has joined the staff of W2XR, new high-fidelity station on 1550 kc, operated by John V. L. Hogan at Long Island City.

JOSEPH HORNICK has been named conductor of the *Woman's Magazine of the Air*, broadcast over 10 West Coast stations of the NBC-KPO network. Hornick also will announce occasionally.

JACK HARRIS, sports announcer and continuity writer of WSM, Nashville, has returned from Peoria, Ill., where he announced an industrial film for Midwestern Film Co.

MEL LeMON, former chief engineer of KMPC, Beverly Hills, Cal., but more recently free lancing as an announcer, on Jan. 10 became publicity manager for KFAC-KFVD, Los Angeles. Lucile Dinsmore has joined the publicity department.

680 Kc.
WPTF
5,000 Watts
PRODUCES RESULTS
BY
"BETTER
BROADCASTING"
NBC Affiliate
Member NAB
WPTF RADIO CO.,
RALEIGH, N. C.

NORMAN DICKEN has been appointed production manager of WINS, New York. He has been assistant program manager for WTAM, program and production manager of WFLA, and was for several seasons pianist with Guy Lombardo's orchestra.

SAM SLATE left the press department of CBS, New York, Jan. 21 to join the International Business Machines Co. house organ.

ALAN TRENCH, announcer at WCAE, Pittsburgh, has been named publicity director succeeding Frank G. Mulloy, transferred to WBAL, Baltimore.

RUSS JOHNSTON, continuity writer in the Hollywood office of the Radio Transcription Co. of America, has joined the announcing staff of KGFJ, Los Angeles, for the night shift. He will continue his transcription work.

HARRY W. BETTERIDGE, formerly of WELL, Battle Creek, Michigan, has joined the announcing staff of WMBD in Peoria. A new addition to the program department of WMBD, is Clair Hull, production man, who has appeared in vaudeville for several years with his own orchestra.

BYRUM SAAM, who handled Chevrolet's Southwestern football broadcasts over SBS network, has joined the announcing staff of KTAT, SBS key station.

"BUDDY" LA ROUX, the "Lonely Troubador" of KFAC, Los Angeles, now is remote control announcer for the Station. Celia Brady has joined the staff as publicity assistant.

HAROLD HELVENSTON, for the past eight months in charge of dramatic production for KFRC, San Francisco, has resigned to become stage director and designer of the Alcazar Theater, San Francisco.

JACK STROCK, who resigned from the announcing staff at KFOX, Long Beach, Cal., late in December, has joined KMTR, Hollywood.

ROBERT SWAN, former chief announcer at KFJ, Los Angeles, was added to the announcing department of KMPC, Beverly Hills, Cal.

J. E. "DINTY" DOYLE, radio editor of the *Oakland* (Cal.) *Post-Enquirer*, has taken a leave of absence and is Eastward bound. Paul Nathan is acting radio editor during Doyle's absence.

TED WEBBE has rejoined the announcing staff of WNEW, New York. Mack Millar has been appointed publicity director.

GORDON MORRISON has joined the announcing staff of KRE, Berkeley, Cal.

GRANT MAXWELL, production manager of KTAB, San Francisco, has resigned to tour the Far East as stage director of Wilbur Enterprises. Max Peacock, formerly announcer for KROW, Oakland, has moved to KTAB. F. C. Chamberlin, formerly with the Weber Community Theater, Ogden, Utah, has joined KROW as continuity writer and announcer.

THE FIRM of Collier, Weber & Todd, Inc., has been formed, with offices in California Bank Bldg., Beverly Hills, Cal., to handle radio and film talent.

W. M. ELLSWORTH
Radio Talent and Entertainment
Manager of many high class radio artists and acts available for employment.
Scouts talent for stations and advertisers.
Can fill any order—
No charge for services
Suite 1503, Mather Tower, Chicago, Ill.

TED MORDE, formerly with several New England stations, has joined the production and announcing staff of Northern California Broadcasting System, operating KJBS, San Francisco, and KQW, San Jose. Ronald Smith, production manager of KJBS, has been named traffic manager for the system and is succeeded by Harry Wickersham. Edward V. Murphy, directing publicity for KJBS and KQW, has been named to the same post for KTAB, San Francisco.

DENNIS BROWN, announcer at WTOC, Savannah, Ga., is back on the job with three broken ribs injured in a recent accident.

JOHN PAGE, chief announcer of KMTR, Hollywood, resigned Jan. 13. He had been singing over the station under the name of David Carlyle.

LESLIE TAFT, technical head of KFQZ, now deleted, in early days of radio, is announcing remote control points for KFAC, Los Angeles.

C. E. ARNEY, Jr., editorial commentator of KOL, Seattle, is covering the legislative session at Olympia, Wash., giving daily broadcasts on proceedings.

CHARLES E. LEWIS, chief announcer at WSYR, Syracuse, N. Y., for eight years, has joined the announcing staff of WBEN, Buffalo. Two other WSYR alumni, Ed Obrist and Louis Kaiser, are on the WBEN staff.

MINABELLE ABBOTT, secretary to John L. Clark, manager of WLW, Cincinnati, has resigned to join the artists staff.

Interference Recorder

NEW FIELD strength apparatus, designed to measure local interference suffered by stations operating on shared channels without interfering with the operation of the local station, has been developed by Glenn D. Gillett, consulting radio engineer of Washington, and patents have been applied for. The portable equipment permits the continuous recording of signal strengths of stations operating on the same frequency as the local station. Model equipment, according to Mr. Gillett, has been built and successfully tested in the field.

Bell Head Honored

DR. FRANK B. JEWETT, president of the Bell Laboratories and vice president of the A. T. & T. Co., on Jan. 25 was awarded the Faraday Medal of the Institution of Electrical Engineers, according to reports from London where the council of the institution made the award. Dr. Jewett is an outstanding electrical engineer whose contributions to the radio art have been noteworthy. He is a member of President Roosevelt's Science Advisory Board.

Engineering Office

HERBERT L. WILSON, consulting radio engineer has opened offices in the Harrington Hotel, Washington, D. C. as an addition to his New York City unit. In recent months Mr. Wilson has been making extensive studies of antenna designs as a factor in increasing signal strength. He built and designed the high level class B transmitter now in successful operation at WBNX, New York.

WREN, Lawrence, Kans., was authorized Jan. 15 by the FCC to increase its day power from 1,000 to 5,000 watts.

IN THE CONTROL ROOM

JAMES A. CHAPPELL, inspector in charge of the Los Angeles Field Service office of the FCC, was to transfer to the San Francisco office Feb. 1, assigned to the staff of the 12th district. The 11th district, Los Angeles, will be in charge of Bernard H. Linden, who was transferred from San Francisco on Feb. 1. Mr. Chappell, who was in the Los Angeles area for several years, first with the Dept. of Commerce radio division, later the Federal Radio Commission and finally FCC, was tendered a farewell party Jan. 19, at the quarterly meeting of the Federation of Radio Clubs of the Southwest, Pacific division, with the San Fernando Valley Radio Club acting as the host.

E. H. I. LEE, formerly of the FCC engineering department, has been transferred to Detroit as inspector of the field force branch. M. K. Kunins, formerly in charge of the FCC office in Buffalo, has joined *Radio World* as technical editor.

E. W. DANNALS, formerly with WEVD, New York, has joined the staff of Premier Crystal Laboratories, New York.

D. W. SHORT, formerly with Hygrade Sylvania Corp., has joined the transmitter department of the RCA Victor Division, Radio Mfg. Co., Camden, N. J.

J. D. KEENER, formerly in charge of technical radio activities at the Century of Progress, has joined the control staff of WBBM, Chicago. Ray Norene has been transferred from the WBBM sound effects department to maintenance.

H. E. RANDOL, former chief engineer of the old KYW in Chicago, has been named plant manager of WBZA, Springfield, Mass.

VERNE TASHNER, technician at KFVD, Culver City, Cal., has resigned.

GERALD BRANCH has joined the technical staff of WLW, Cincinnati, as radio research engineer.

OLIN WILLIAMS and William Ratliff, of WTOC, Savannah, Ga., have exchanged places again on the engineering staff, Williams being on duty while Ratliff takes another three-month course at Georgia Tech. Williams is a member of the senior class of Georgia Tech and Ratcliff is a sophomore.

IRVING REIS, one of the youngest CBS control board engineers, is author of *MEridian 7-1212*, a radio drama presented Jan. 24 over CBS by the Dramatic Guild. The play dramatizes motivations behind telephone inquiries to the number in the title, where correct time is obtained. Reis also acted as technical director of the production.

W. B. LODGE, assistant to the general engineer of CBS, spent three weeks at WBT, Charlotte, N. C., making field tests of the new antenna. A. B. Chamberlain, CBS chief engineer, also spent several days at the station. A recent influenza epidemic swept the WBT staff, laying up control and transmitter engineers as well as announcers for a time.

CLYDE BOND has been named chief engineer of KOL, Seattle, in a reorganization of the technical staff. A. D. Gunston has left the station.

AL BARNARD, assistant engineer at KIDO, Boise, Idaho, is the father of a boy born recently.

RAYMOND BIRD, graduate of the Massachusetts Institute of Technology has joined the technical staff of WGAR, Cleveland, as assistant chief engineer to R. Morris Pierce, present chief. Mr. Bird was formerly with Bell Telephone Laboratories, Crosley Radio Corp. and Brush Crystal Laboratories of Cleveland.

EVERYWHERE!

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

**In Canada, through the Canadian Pacific Railway Telegraphs*

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables

All America Cables

Mackay Radio

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KNX, Hollywood

Reid, Murdoch & Co., Chicago (Monarch food), daily *sa*, thru Roy Alden & Associates, Los Angeles.

Chevrolet Motor Co., Detroit (automobiles), 3 daily *sa*, thru Campbell-Ewald Co., Detroit.

Golden State Co., Ltd., San Francisco (dairy products), 5 daily *sa*, thru Scholts Advertising Service, Los Angeles.

Chicago School of Music, Chicago, daily *sa*, thru Heath-Seehof Inc., Chicago.

Love Charm Inc., St. Louis (Bernard cosmetics), 2 daily *sa*, thru Hilmer V. Swenson Co., St. Louis.

Psychiani, Moscow, Idaho (books), weekly *sp*, thru Izzard Co., Seattle.

Chrysler Sales Corp., Detroit (automobiles), 2 daily *t*, thru Ruthrauff & Ryan Inc., N. Y.

Raladam Co., Detroit (Marmola), 4 weekly *t*, thru H. W. Kastor & Sons Co. Inc., Chicago.

Iowa Pearl Button Co., Muscatine, Ia. (Blue Bird buttons), daily *sa*, thru Beecher Advertising Co., St. Louis.

KOMO-KJR, Seattle

Ford Motor Co., Dearborn, Mich. (automobiles), 6 *sa*, thru N. W. Ayer & Son, Inc., Philadelphia.

Moon Glow Cosmetic Co., Hollywood, 4 *sa*, thru Emil Brisacher & Staff, San Francisco.

Nyal Co., Detroit (remedies and cosmetics), 6 daily *sa*, thru Reincke-Ellis, Youngreen & Finn, Chicago.

Richfield Oil Co. of California, weekly *t*, thru H. C. Bernsten Agency, Los Angeles.

WCAE, Pittsburgh

Stanco Co., New York (nose remedy), 26*t*, thru McCann-Erickson Inc. N. Y.

Best Foods, Inc., New York (Nucoa oleo), 26*t*, thru Benton & Bowles, Inc., N. Y.

Smith Brothers, Poughkeepsie, N. Y. (cough drops), 30 *sa*, thru Hommann, Tarcher & Sheldon, Inc., N. Y.

Richfield Oil Corp. of N. Y., daily *t*, thru Fletcher & Ellis, Inc., N. Y.

WJAY, Cleveland

Candy Cod Distributors, New York (Candy Cod), 6 weekly *sa*, thru Redfield-Coupe Inc., N. Y.

Standard Oil Co. (Ohio), Cleveland (anti-freeze), 3 daily *sa*, thru McCann-Erickson Inc., Cleveland.

WNAC, Boston

Continental Baking Co., Boston (Wonder bread), 6 daily *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

K. A. Hughes Co., Boston (Salicon), daily *sa*, thru H. B. Humphrey Co., Boston.

WABC, New York

Phillips Packing Co., Cambridge, Md. (food), 2 weekly *sp*, thru Paris & Peart, N. Y.

Hudson Motor Car Co., Detroit, 1 *sp*, thru Brooke, Smith & French Inc., Detroit.

KHJ, Los Angeles

M. J. B. Co., San Francisco (coffee), 2 weekly *t*, thru Lord & Thomas, Los Angeles.

KDKA, Pittsburgh

Love Charm Inc., St. Louis (Bernard perfume), 2 weekly *sa*, thru Hilmer V. Swenson Co., St. Louis.

Ball Bros. Co., Muncie, Ind. (fruit jars), 2 weekly *sa*, thru Applegate Advertising Agency, Muncie, Ind.

Hansen's Chr. Lab. Inc., Little Falls, N. Y. (Junket), 3 weekly *sa*, thru Mitchell-Faust Advertising Co., Chicago.

Sears, Roebuck & Co., Chicago (Johnny Muskrat), weekly *sa*, thru Neisser-Meyerhoff Inc., Chicago.

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka Seltzer) 3 weekly *t*, thru Wade Advertising Agency, Chicago.

Morton Salt Co., Chicago, daily *sa*, thru Wade Advertising Agency, Chicago.

Sterling Products Inc., Wheeling, W. Va. (Phillips beauty cream), 3 weekly *sp*, thru Blackett-Sample-Hummert Inc., N. Y.

Victor Brewing Co., Jeannette, Pa. (Victor beer), weekly *sp*. thru Fam Advertising Agency, Greensburg, Pa.

Carleton & Hovey Co., Lowell, Mass. (Father John's medicine), 3 weekly *sa*, thru John W. Queen, Boston.

E. Fougera & Co., New York (Vapex), 2 weekly *t*, thru Small, Kleppner & Seiffer Inc., N. Y.

KTM, Los Angeles

Tarzana Mineral Water Co., Los Angeles, 2 weekly *sp*, direct.

KGO, San Francisco

California Redwood Assn., San Francisco (lumber), weekly *sp*. thru Gerth-Knollin Advertising Agency, San Francisco.

Horlicks Malted Milk Corp., Racine, Wis., weekly *t*, thru Lord & Thomas, Chicago.

Dr. Miles Laboratories, Inc., Elkhart, Ind. (Alka Seltzer), 3 weekly *t*, thru Walter Biddick Co., Los Angeles.

Nourishine Mfg. Co., Los Angeles (hair tonic), 2 weekly *t*, thru Hughes-Norton Advertising Agency, Los Angeles.

MJB Co., San Francisco (Coffee), 2 weekly *sp*, thru Lord & Thomas, San Francisco.

WHAM, Rochester, N. Y.

Socony-Vacuum Oil Co., Inc., New York, 2 weekly *sp*, thru J. Stirling Getchell, Inc., N. Y.

Richfield Oil Corp. of N. Y., 65 *t*, thru Fletcher & Ellis, Inc., N. Y.

Olson Rug Co., Chicago, 6 weekly *sa*, thru Philip O. Palmer & Co., Chicago.

Benjamin Moore & Co., New York (paint), weekly *sp*, direct.

Dr. Miles Laboratories, Inc., Elkhart, Ind. (Alka Seltzer), 3 weekly *t*, thru Wade Advertising Agency, Chicago.

C. F. Simonini's Sons, Inc., Philadelphia (Olio Simonini), weekly *sp*, thru Yesley Advertising Agency, Boston.

American Molasses Co., New York (Grandma's molasses), weekly *sp*, thru Chas. W. Hoyt Co., Inc., N. Y.

KFRC, San Francisco

Stanco, Inc., New York, (Nujol), 2 weekly *t*, thru McCann-Erickson, Inc., N. Y.

Kolynos Co., Inc., New Haven, Conn. (toothpaste), 5 weekly *t*, thru Blackett - Sample - Hummert, Inc., N. Y.

Procter & Gamble Co., Cincinnati (soap products), 3 weekly *t*, thru Blackman Co., N. Y.

Ironized Yeast Co., Atlanta (yeast), 2 weekly *t*, thru Ruthrauff & Ryan, Inc., N. Y.

WKRC, Cincinnati

Shell Petroleum Corp., New York, 2 weekly *sa*, thru J. Walter Thompson Co., Cincinnati.

Chrysler Sales Corp., Detroit (automobiles), 2 daily *t*, thru Ruthrauff & Ryan Inc., N. Y.

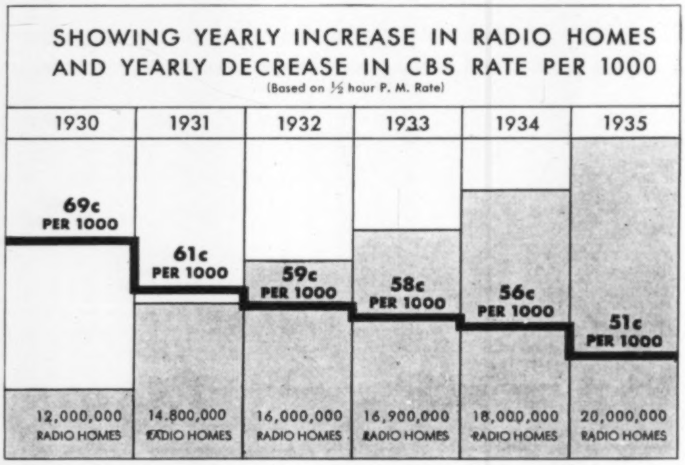
Carter Medicine Co., New York (pills), 3 weekly *ta*, thru H. H. Good Advertising Co., N. Y.

WDBJ, Roanoke, Va.

Clark Bros. Chewing Gum Co., Pittsburgh (Teaberry gum), 6 daily *sa*, thru Edward M. Power Co., Pittsburgh.

Welch Grape Juice Co., Westfield, N. Y., 3 daily *ta*, thru H. W. Kastor & Sons Co. Inc., Chicago.

Chrysler Sales Corp., Detroit (Dodge automobiles), 10 *ta*, thru Ruthrauff & Ryan Inc., N. Y.



SMALLER COST PER HOME—In the last five years the cost of reaching each 1000 radio homes has decreased from 69 to 51 cents, according to CBS statistics illustrated here. (See article on new CBS rate card.)

WBT, Charlotte, N. C.

Clark Bros. Chewing Gum Co., Pittsburgh (Teaberry gum), 6 weekly *ta*, thru Edward M. Power Co., Pittsburgh.

Dollar Crystal Co., Omaha, Neb. (Texas crystals), 12 weekly *sp*, direct.

General Mills Inc., Minneapolis (Bisquick), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Crane & Crane Clothes, New York (Mayo suits), 18 weekly *sa*, direct.

Olson Rug Co., Chicago (Olson's rugs), 6 weekly *t*, thru Philip O. Palmer & Co., Chicago.

Phillips Packing Co., Cambridge, Md. (Phillips soup), 2 daily *sa*, thru Aitkin-Kynett Co., Philadelphia.

Skinner Mfg. Co., Omaha, Neb. Raisin Bran), 6 weekly *t*, thru Buchanan-Thomas Advertising Co., Omaha.

Blackstone Products Co. Inc., New York (Tasty-Lax), 6 weekly *sp*, thru Redfield-Coupe Inc., N. Y.

Wheeling Corrugating Co., Wheeling, W. Va. (tin roofing), 3 weekly *sa*, thru Critchfield & Co., Chicago.

WGAR, Cleveland

Stanco Inc., New York (Nujol), 2 weekly *t*, thru McCann-Erickson Inc., N. Y.

Smith Brothers, Poughkeepsie, N. Y. (cough drops), 5 weekly *sa*, thru Hommann, Tarcher & Sheldon Inc., N. Y.

General Motors Corp., Detroit (automobiles), 13 *sa*, thru Campbell-Ewald Co., Detroit.

Chrysler Sales Corp., Detroit (Dodge automobiles), 2 daily *t*, thru Ruthrauff & Ryan Inc., N. Y.

Love Charm Inc., St. Louis (cosmetics), 2 weekly *sa*, thru Hilmer V. Swenson Co., Chicago.

Knox Co., St. Louis (Cystex), weekly *t*, thru Dillon & Kirk, Kansas City.

WIP, Philadelphia

Charis Corp., Allentown, Pa. (corsets), 10 weekly *sa*, thru Elkins Advertising Agency, Philadelphia.

Candy Cod Distributors, New York (Candy Cod), 6 weekly *sa*, thru Redfield-Coupe Inc., N. Y.

General Baking Co., N. Y. (Bond bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Ford Motor Co., Dearborn, Mich. (automobiles), 2 daily *sa*, thru N. W. Ayer & Son Inc., Philadelphia.

Dethol Mfg. Co., Washington, D. C. (insect powder), 2 weekly *sa*, thru Atkin-Kynett Co., Philadelphia.

WOR, Newark

Borden Co., New York (ice cream), weekly *sp*, thru Pedler & Ryan Inc., N. Y.

Hearn's Department Stores, Inc., New York, *sp* (Hearn's International Liquor Revue), direct.

National Association of Engine & Boat Mfrs., New York, 5 *sp* (30th Annual National Motor Boat Show), thru Briggs & Varley Inc., N. Y.

KIDO, Boise, Idaho

American Maize Products Co., New York (Amaizo), 6 weekly *sa*, thru Geare-Marston Inc., Philadelphia.

Carter Medicine Co., New York (pills), 3 weekly *t*, thru H. H. Good Advertising Co., N. Y.

Zerbst Pharmacal Co., St. Joseph, Mo. (Zerbst's capsules), 6 weekly *sa*, thru Barrons Advertising Co. Inc., Kansas City.

WTMJ, Milwaukee

Chrysler Sales Corp., Detroit (automobiles), 2 daily *t*, thru Ruthrauff & Ryan Inc., N. Y.

Smith Bros., Poughkeepsie, N. Y. (cough drops), 3 weekly *sa*, thru Hommann, Tarcher & Sheldon Inc., N. Y.

WNEW, Newark

Texas Crystal Co., New York (Texas crystals), 5 weekly *sp*, direct.

NETWORK ACCOUNTS

[All times EST unless indicated]

SELBY SHOE Co., Portsmouth, O. (Iris True-Poise arch preservers and Style-Eez shoes) on Feb. 15 starts Mrs. Franklin D. Roosevelt on 62 CBS stations, coast-to-coast, Fridays, 8-8:15 p. m. Agency: Henri, Hurst & McDonald Inc., Chicago.

TENNESSEE Corp., New York (Loma plant food), on March 3 starts "Garden of Tomorrow" on 15 CBS stations, Sundays, 12:15-12:30 p. m. Agency: Samuel C. Croot Co. Inc., N. Y.

WYETH CHEMICAL Co., New York (Jad Salts), on Feb. 4 starts "Mrs. Wiggs of the Cabbage Patch" on 8 CBS stations, Mondays thru Fridays, 10:45-11 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

DELCO APPLIANCE Corp., Rochester, N. Y. (oil burners, light plants, etc.), on Feb. 9 starts "Fascinating Facts" on 17 CBS stations, Saturdays, 5:45-6 p. m. Agency: Geyer Co., Dayton, O.

AMERICAN HOME PRODUCTS Corp., New York (remedies)on Feb. 4 starts "Easy Aces" on 21 NBC-WEAF stations, Mondays thru Wednesdays, 7:30-7:45 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

COTY Inc., New York (cosmetics) on Feb. 22 starts Ray Noble orchestra on 14 NBC-WJZ stations, Fridays, 10-10:30 p.m. Agency: Biow Co., N. Y.

MOHAWK CARPET MILLS, Amsterdam, N. Y., on Feb. 4 starts "Five Star Jones" on 16 CBS stations, coast-to-coast, Mondays thru Fridays, 12.30-12:45 p.m, Agency: Blackett-Sample-Hummert Inc., N. Y.

J. L. PRESCOTT Co., Passaic, N. J. (Oxol cleanser), on Feb. 4 starts Jack Fulton orchestra on 11 CBS stations, Mondays thru Fridays, 10:30-10:45 a.m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

STANDARD BRANDS Inc., New York (gelatin & tea), on Jan. 2 started "The Tender Leaf Tea Program" on 58 NBC-WEAF stations, Wednesdays, 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS Inc., New York (Fleischmann's Yeast for bread), on Jan. 6 renewed "The Baker's Broadcast" on 46 NBC-WJZ stations, Sundays, 7:30-8 p.m. Agency: J. Walter Thompson Co., N. Y.

SPARKS WITHINGTON CO., Jackson, Mich. (refrigerators & radios) on Feb. 10 starts program not yet arranged on 21 NBC-WJZ stations, Sundays, 4-4:30 p.m. Agency: United States Advertising Corp., Toledo.

VAN CAMP SEA FOOD Co., Inc., Terminal Island, Cal. (White Star tuna), on March 14 starts in "Woman's Magazine of the Air" on 6 NBC-KPO stations, Thursdays, 10:20-10:40 a.m. Agency: Emil Brisacher & Staff, San Francisco.

GENERAL MILLS, Inc., Minneapolis (flour), on Jan. 16 renewed in "Feminine Fancies" on 12 Don Lee-CBS stations, Wednesdays and Fridays, 3:20-3:30 p.m. PST. Agency: Westco Advertising Agency, San Francisco.

FELS & CO., Philadelphia (soap), on Feb. 19 starts variety show on 9 Don Lee-CBS stations, Tuesdays and Thursdays, 10-10:15 a.m. PST. Agency: Young & Rubican, Inc., N. Y.

McFADDEN PUBLICATIONS Inc., New York, on Feb. 11 starts "True Detective Stories" on ABC network, time unscheduled. Agency: Lord & Thomas, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Jan. 26 started "Madam Olyanova, Graphologist" on 4 Mutal stations, Saturdays, 10:45-11 a.m. Agency: Biow Co., N. Y.

TRINITY LUTHERAN CHURCH, Detroit, on Feb. 3 starts organ and speaking program on 3 Mutual stations, Sundays, 1:30-2 p.m. Placed direct.

H. J. HEINZ Co., Pittsburgh (food) on Jan. 21 started Josephine Gibson and music on 44 NBC-WJZ stations, Mondays, Wednesdays, Fridays, 10-10:15 a.m., with repeats at 12:15-12:30 p.m. Agency: Maxon Inc., Detroit.

PROCTER & GAMBLE Co., Cincinnati (Camay soap), on Jan. 14 renewed "Dreams Come True" on 40 NBC-WEAF stations, Mondays, Wednesdays, Thursdays, 3:30-3:45 p.m. with repeats at 4:45-5 p.m. Agency: Pedlar & Ryan Inc., N. Y.

S. GUMPERT Co, Inc., Brooklyn (desserts), on Jan. 16 started "Maurice, the Voice of Romance" on 4 CBS stations, Wednesdays, 10:03-10:15 a.m. Agency: Rose-Martin Inc., N. Y.

STUDEBAKER SAKES CORP. of AMERICA, South Bend, Ind. (automobiles) on Feb. 2 renews Richard Himber orchestra on 43 CBS stations, coast-to-coast, Saturdays 9:30-10 p.m. with repeats at 11-11:30 p.m. Agency: Roche, Williams & Cunnyngham Inc., Chicago.

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee), on Jan. 6 renewed "Chase & Sanborn Opera Guild" on 52 NBC-WEAF stations, Sundays, 8-9 p.m. Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS Inc., New York (Fleischmann's Yeast), on Jan. 3 renewed "The Fleischmann Hour" on 52 NBC-WEAF stations, Thursdays, 8-9 p.m. Agency: J. Walter Thompson Co., N. Y.

STERLING PRODUCTS Inc., New York (Bayer Aspirin, Dr. Lyon's powder), on Jan. 20 renewed on 50 NBC-WEAF stations, "Manhattan Merry-Go-Round," Sundays, 9-9:30 p.m., and "American Album of Familiar Music," Sundays, 9:30-10 p.m. Agency: Blackett-Sample-Hummert Inc., N. Y.

HAROLD F. RITCHIE & Co. Inc., New York (Eno Salts), on Feb. 5 renews "Eno Crime Clues," Tuesdays, 8-8:30 p.m., and "Penthouse Party," Wednesdays 8-8:30 p.m. on 19 NBC-WJZ stations. Agency: N. W. Ayer & Son Inc., N. Y.

PHILIP MORRIS & Co., New York (cigarettes) on April 30 renews Leo Reisman orchestra on 56 NBC-WEAF stations, Tuesdays, 8-8:30 p.m., with repeats at 11:30-12 p.m. Agency: Biow Co., N. Y.

CLIMALENE Co., Canton, O., (cleaner), on Feb. 7 renews "Climalene Carnival" on 12 NBC stations, keyed from WBEN, Thursdays, 11:30-12 noon. Agency: W. S. Hill Co. Inc., Pittsburgh.

J. A. FOLGER & Co., San Francisco (Golden Gate coffee) on Jan. 15 started "Lee S. Roberts & His Old Memory Box" on 5 NBC-KPO stations, Tuesdays, Thursdays, Saturdays, 7:45-8 a.m. Agency: Botsford-Constantine & Gardner, San Francisco.

GENERAL PETROLEUM Corp., of California on Jan. 31 renewed "Mobile Magazine" on Don Lee-CBS network, Thursdays, 9-9:30 p.m. Agency: Smith & Drum Inc., Los Angeles.

ROCKET OIL Co., Los Angeles, on Jan. 7 renewed "Unsolved Mysteries" on Don Lee-CBS network, Mondays, 7:45-8 p.m. Agency: Beaumont & Hohman, Los Angeles.

PACIFIC COAST DODGE DEALERS (automobiles), on Dec. 25 started "DSS Club" on Don Lee-CBS network, Tuesdays and Thursdays, 5:45-6 p.m. Agency: Ruthrauff & Ryan Inc., N. Y.

SUSSMAN, WORMSER & Co., San Francisco (S & W coffee), on Dec. 23 renewed "Raymond Paige Presents" on Don Lee-CBS network, Sundays, 7:30-8 p.m. Agency: W. Vincent Leahy Advertising Agency, San Francisco.

HALT! WE'VE GOT YOU COVERED!

WOW
OMAHA

ON THE N.B.C. RED NETWORK

OUR SIGHTS ARE ON A MILLION PEOPLE

If you are hunting for new customers, draw a bead on the rich middlewest. With WOW as your weapon, you can bag a million prospects at a single shot. Think it over . . . WOW is the cheapest, most effective medium you can buy.

590 KILO. Owned and Operated by 1000 WATTS
WOODMEN OF THE WORLD
Life Insurance Association
JOHN J. GILLIN, Jr., Commercial Manager
OMAHA, NEBR.

National Representatives:
GREIG, BLAIR & SPIGHT, INC.
New York Chicago Los Angeles

WOKO

◆

BASIC COLUMBIA OUTLET

◆

COVERS
Albany
Troy
Schenectady

◆

Approximately 1/2 Million Coverage

UNIVERSAL MILLS, Fort Worth (flour & feed) on Feb. 5 starts "Radio Revue" on 10 Southwest Broadcasting System stations, Tuesdays, 7-7:30 p.m. Agency: Tracy-Locke-Dawson Inc., Dallas.

NBC CHANGES: Colgate-Palmolive-Peet Co., Jersey City (Colgate dental cream) on Jan. 28 started Otto Harbach as librettist for "House Party"; Montgomery Ward & Co., Chicago, adds 11 stations to "Immortal Dramas"; RCA Victor Co., Camden, N. J., adds three stations to "Radio City Matinee"; General Electric Co., Schenectady, N. Y., adds 29 stations to "What Home Means to Me"; Sperry Flour Co., San Francisco, on Jan. 13 shifted "Sperry Sunday Special" to 1:30-2 p. m. PST on NBC-KPO network.

WWNC

Operated By The Citizen Broadcasting Company, Inc.

ASHEVILLE, N. C.

Flash NO. 2

A-1 equipment that assures quality reception. Quality reception that assures eager listener-interest. Eager listener-interest that assures exceptional listener-response!

Full Time NBC Affiliate
1,000 Watts 570 Kilocycles

CBS CHANGES: Pinaud, Inc., New York (cosmetics) on Jan. 5 added 19 stations to "Lilac Time" program; Remington Rand Inc., Buffalo (business machines) on Jan. 25 resumed sponsorship of the "March of Time".

Washington Office

CAMPBELL-EWALD Co. on Jan. 22 opened a new branch office in the Transportation Bldg., Washington, D. C., offering complete agency service, following a visit to that city by Henry T. Ewald, of Detroit, president of the agency. Robert C. Diserens, vice president, was placed in charge. The Washington branch will service the Chesapeake & Ohio account, big radio user, among others.

Code Meeting Feb. 7

A MEETING of the Code Authority for the Radio Broadcasting Industry has been called for Feb. 7 by James W. Baldwin, executive officer. No agenda for the session was disclosed. The last meeting was held in November, at which a number of amendments of the trade practice provisions of the code were recommended, and presented to the NRA, only to be withdrawn after protests had been received. Of significance in connection with the meeting is the fact that the National Industrial Recovery Act creating NRA, expires June 16, and no definite provisions have yet been made for legislation to continue the organization and the NRA codes. If price-fixing provisions of the code are eliminated, a question being considered at NRA, there is sentiment within the industry for rejection of the entire code.

KJR

5,000 WATTS

CLEAR CHANNEL

N. B. C.
NETWORK
SEATTLE
WASHINGTON

Begins The New Year With Six Hours of New Commercial Programs.

• • • •

The Station With The Most Business Is Generally The Best Buy

For information consult
Edward Petry & Co., Inc.
New York Chicago
Detroit San Francisco

AGENCIES AND REPRESENTATIVES

EDWARD PETRY & CO., national representatives, announces the addition of WMAS, Springfield, Mass., and WLLH, Lowell, Mass., to its New England list. Besides representing the Yankee Network, the Petry organization now represents six of its 11 stations in the national field, namely, WNAC, WAAB, WEAN, WICC, WLLH and WMAS.

KTUL, Tulsa, Okla., has appointed Free & Sleininger, Inc., as national representatives, Manager William C. Gillespie announced Jan. 22 on the occasion of the station's first anniversary.

PHOEBE ELKINS, director of the *Magazine of the Air* at WIP, Philadelphia, has organized the Elkins Advertising Agency in that city.

N. W. AYER & Son, Inc., has moved its Chicago office to 135 South LaSalle St.

J. J. DICKLEY, head of the radio department in the Los Angeles office of Emil Brisacher & Staff, has resigned to free lance.

ARTHUR FARLOW, resident manager for J. Walter Thompson Co. at Buenos Aires, Argentina, has been transferred to the West Coast division and will alternate between the Los Angeles and San Francisco offices. Jack Jessup, account executive for the Burns and Allen program, went to New York in January on a talent scouting expedition. Stanley Holt of the New York office is assisting in production of the program for several weeks.

STELLER-MIKKAR Agency, Los Angeles, formerly Millar Advertising Agency, has moved to the Rives-Strong building. Otto Steller and Mrs. Henry Millar are the owners. C. L. Young, formerly with the Millar agency, is occupying the former quarters at 620 West Tenth St., under the title of C. L. Young and Associates.

E. E. ALBERTSON, associate partner of Albertson-Kemper Co., San Francisco, was away from his desk several weeks due to illness.

LOUIS W. McDERMOTT, formerly producer for the Paul Ash shows, has been named manager of the radio department of Smith & Drum, Inc., Los Angeles. The agency has moved to 650 S. Grand Ave.

HET MANHEIM, Hollywood film publicity man, has been named assistant to the president of Gardner Advertising Agency, St. Louis.

WALLIN & BARKSDALE, Los Angeles radio advertising agency, has been dissolved as a partnership. I. F. Wallin, Jr., will continue the business as a general agency, with Charlton Barksdale entering other fields.

C. WENDEL MUENCH & Co., Chicago agency, formerly occupying a half floor at 210 E. Ohio St., has expanded to occupy the entire floor.

EMIL BRISACHER, president of Emil Brisacher & Staff, San Francisco, is making a tour of the East making a survey of advertising and business. He is also attending the canner's convention in Chicago, and will return to San Francisco Feb. 8.

A NEW 100-watt station for Clarksdale, Miss., WMFN and one at El Dorado, Ark., were authorized Jan. 15 by the FCC Broadcast Division. The former, licensed to Attala Broadcasting Corp. is assigned to 1210 kc. unlimited time and the Arkansas station, KELD, 1370 kc. unlimited time. The latter is licensed to T. H. Barton.

RADIO ADVERTISERS

I. A. HIRSCHMANN, since 1931 advertising director of Lord & Taylor, New York Department store, and prominently identified with radio advertising in the retail field, has resigned that post to become vice president of Saks-Fifth Avenue, effective March 15.

R. J. NEWMAN has been named to succeed Mac Harlan, resigned, as advertising manager of Household Finance Corp., Chicago.

RUNKEL BROS. Inc., New York (Runco chocolate) has named Topping & Lloyd Inc., New York, to handle its advertising.

ARTHUR A. GATTO has been named advertising manager of Louis K. Liggett Co., New York.

CROSLEY RADIO Corp., Cincinnati, has named Ralph H. Jones Co., Cincinnati, to handle advertising of its radio division.

NORTHLAND SKI MFG. Co., St. Paul, is placing its advertising, including radio, through Erwin, Wasey & Co., Minneapolis.

MONTGOMERY WARD & Co., Chicago, which started *Immortal Dramas* Jan. 13 on a coast-to-coast NBC-WEAF network, is placing the account through Hays MacFarland & Co., Chicago, and not Lord & Thomas, as incorrectly stated in the Jan. 15 issue.

HAMLIN'S WIZARD OIL Co., Chicago (Wizaroyal) has named Beaumont & Hohman, Chicago, to handle its advertising.

MACULETTE, Inc., Buffalo (sanitary garments) has appointed Tracy-Locke-Dawson, Inc., New York, to handle its account, which now includes radio.

WAGNER ELECTRIC Corp., St. Louis, has named Oakleigh R. French, Inc., St. Louis, to handle its account.

NUSHEEN, Inc., New York (hair rinse) has appointed J. Dresner Agency, New York, to handle its advertising.

CONSOLIDATED BY-PRODUCTS Co., Philadelphia (Marco dog food) has placed its advertising through Walter S. Cahall Advertising Agency, Philadelphia.

L. R. HAWLEY has been named advertising manager of the Quaker Oats Co., Chicago.

KENNETH ARRINGTON, continuity writer at WTMJ, Milwaukee, has been named advertising manager of National Baking Co., Omaha.

NAB State Groups

FIVE state committees, functioning as state units of the NAB, now have been formed, Philip G. Loucks, NAB managing director, announced Jan. 24 upon his return from the first leg of a planned nation-wide trip for this purpose. He plans to depart again early in February, travelling through New England. Chairmen of the newly formed state committees are Harold Wheelehan, WSMB, Louisiana; S. Gordon Persons, WSFA, Alabama; Harry Stone, WSM, Tennessee; L. B. Wilson, WCKY, Kentucky; chairman, Harold Smith, WOKO, New York.

CONTRARY to reports published widely in this country, the French government has barred radio advertising only from its own governmentally operated radio stations, notably from Radio Paris, Paris PTT and Eiffel Tower. Private stations are not affected by the edict.

TRANSCRIPTIONS

A NEW Hollywood mystery serial titled *The Shadow*, written by John Eugene Hasty, and featuring Carl Kroenke, veteran stage and screen character, is being cut by MacGregor & Sollie in San Francisco. Kroenke will also be heard in two other MacGregor & Sollie features, ***Eb and Zeb***, which features Al Pearce and William H. Wright, and ***The Black Ghost***, another mystery serial, now being produced.

FAMAR Recording Systems, Inc., Hollywood, the middle of January passed into the hands of Rita Gulick, who has been recording manager of the firm. The holdings of Frank Marseilles and associates were taken over by Miss Gulick.

RADIO Recorders, Inc., was formed in January with quarters established at 606 North Bronson Ave., Hollywood. The firm is composed of Lew Winston, for many years a Los Angeles talent manager, and "Shang" Winters, formerly a technician with Recordings, Inc. The organization expects to do audition discs, transcriptions and personal recordings.

EDGAR RICE BURROUGHS, Inc., has completed production of a series called ***Tarzan and the Diamond of Asher*** at the studios in Tarzana, Cal. It will be followed by a second series, with two-thirds of the 39 quarter-hour scripts already written.

2GB, Sydney, Australia, has purchased 13 episodes of the "Police Reporter" from Radio Release, Ltd., Hollywood. Dillon & Kirk, Kansas City agency, has placed the ***Newspaper Adventures of the Air*** for Knox Co., Kansas City (Cystex) on the station for 52 weeks.

A SECOND series of ***Radio Short Stories of the Air*** is to go into production Feb. 1 at Earnshaw Radio Productions, Los Angeles.

RADIO PROGRAM SYNDICATE, recently formed transcription firm in Hollywood, is producing three serials with nine stations contracting for the programs. Titles are ***Home, Sweet Home***, ***Life of P. T. Barnum*** and ***Life of Abraham Lincoln***. All were written by Edward Lynn. The Lincoln series was given over KMTR, Hollywood, several months ago.

A NEW SERIES of ***Do You Believe in Ghosts?***, produced by MacGregor & Sollie Inc., San Francisco, has been released. The serial is broadcast in 15-minute episodes, each a complete story in itself.

PETER P. DECKER, on the sales staff of the Olesen Sound Studios, Hollywood, has been appointed sales manager. He was with Columbia Phonograph Co. in New York for 15 years.

Australians Elect Bennett

A. E. BENNETT, managing director of 2GB, Sydney, Australia, and chairman of World Broadcasting System of Australasia, has been elected president of the Australian Federation of Broadcasting Stations, comprising the 53 commercial stations of that country. Australia is well satisfied with the present combination of British and American systems of broadcasting throughout the Commonwealth, according to M. A. Parkhill, the Postmaster-General. At present there are 12 "A" or National stations run along lines of the British Broadcasting Corp., and 53 stations licensed to private interests. The "B" class stations are permitted to advertise, though it is being urged that sponsored programs should be limited to weekdays.

Wesley B. Dougherty

WESLEY B. ("Doc") DOUGHERTY, 49, general manager for the Freeman Lang sound studios in Hollywood, died Jan. 14 at the Queen of the Angels Hospital, Los Angeles, as the result of an operation for adhesions. He had undergone an appendicitis operation about a year ago, but had seemed in fair health since that time. He had been connected with transcription and film activities since coming to the coast from Chicago several years ago. He is survived by the widow, Fay, and two daughters, Barbara and Joan.

A NEW daytime station, KHSL, at Chico, Calif., on 950 kc. with 250 watts, has been authorized by the FCC in granting the application of Golden Empire Broadcasting Co. Ltd. Trustees of the organization are William Schield, Wydney R. Lewis and Harold Smithson.

EQUIPMENT

TO TEST Western Electric broadcast equipment on the frequencies 560, 900 and 1340 kc., operating with 5,000 watts after-midnight only, the Bell Laboratories has applied to the FCC broadcast division for special experimental licenses covering such tests to be conducted at Whippany, N. J.

WGAR, Cleveland, has completed the following installations under the direction of chief engineer R. Morris Pierce: New RCA studio selector equipment in the offices and audition rooms; complete installation of high-level switching, each studio a complete unit; Western Electric "8" series speech input revamped for 30 to 10,000-cycle operation; filament rectifier built by Western Electric, a 3-phase type delivering 90 amperes.

A NEW self-supporting radiator 490 feet high has been installed on Harbor Island for KOL, Seattle, by International Stacy Co., Columbus, O. An automatic 5000-watt crystal-controlled, 100% modulated transmitter has been installed.

A NEW RCA 5000-watt transmitter has been installed by KGW, Portland, Ore., recently granted an increase to 5000 watts daytime.

NEW equipment for KIDO, Boise, Idaho, following an increase to 2500 watts daytime, has been purchased from the Spokane Radio Co., Spokane.

THE vertical radiator of KNX, Hollywood, is nearing its 500-foot peak and station engineers believe it will be the tallest self-supporting antenna in the nation. K. G. Ormiston, chief technician, is supervising the construction. An increase of 100% in signal strength is expected. A powerful searchlight is to be mounted atop the tower.

EARL E. GRIFFIN, vice-president and chief engineer of the Universal Microphone Co., Inglewood, Cal., has been given a class A operators license by FCC with call letters of W6LRP for new 100-watt amateur station. It will be erected on top of three story microphone building in Inglewood with extra lighting precautions for towers because of proximity to Los Angeles municipal airport at Mines Field.

WCFL, Chicago, will dedicate its new 5000-watt high-fidelity RCA transmitter March 2. It is being installed in a new transmitter house near Downers Grove, Ill., 20 miles from the Loop. Studio and control room equipment installed three years ago is being replaced.

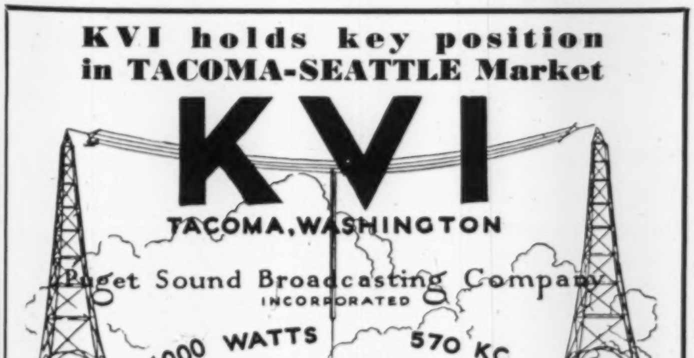
KRKD, Los Angeles, recently granted permission by FCC to increase from 1,000 to 2,500 watts, in January started installation of new technical equipment, with March 15 as the tentative date for dedication of the new transmitter.

THE NEW 250-watt transmitter for KRE, Berkeley, Cal., now being installed, will be ready for use the end of February, according to Arthur Westlund, manager, KRE is now a 100-watter.

TWO NBC short-wave transmitters, W3XL and W3XAL, Bound Brook, N. J., have been rebuilt to relay NBC programs for rebroadcasting in transatlantic hookups. Signal strength has been increased 60%, and higher modulation has been attained.

FREQUENCY of W6XAO, Don Lee television station in Los Angeles, was changed Jan. 12 from 44,500 to 45,000 meters. Installation of new radiator equipment has strengthened signals.

THE TENTH annual convention of the Institute of Radio Engineers will be held in the Hotel Statler, Detroit, July 1, 2 and 3.



KVI holds key position in TACOMA-SEATTLE Market

FREE & SLEININGER, *National Representatives*

"Bowes Wins Air Honors"

Weekly Amateur Hour Viewed as Best Program of Year's Entertainment.

AS 1934's radio achievements are passed in review, credit for the outstanding one certainly must be awarded Major Bowes. His weekly amateur hour is the year's best program, the only 1934 innovation in radio entertainment and it has given WHN the largest radio audience in town Tuesday nights."

NEW YORK WORLD-TELEGRAM,
SATURDAY, DECEMBER 29, 1934.

The amazing leap into popularity of Station WHN, New York, is the "talk of the town".

Under the able direction of Major Edward Bowes, Station WHN has advanced, during the past few months, to such a position of importance that it should challenge the favorable attention of every advertiser and advertising agent.

The present WHN rate card presents an unequalled opportunity. We urge you to investigate WHN before completing your 1935 schedules.

WHN
NEW YORK

1000 WATTS
1010 K.C.

P. F. WHITTEN
Sales Manager

STUDIO NOTES

"RADIO ROSTRUM," a forum of political economic expression for the CBS audience, was inaugurated Jan. 12 over WJSV, Washington, and the Dixie network, by Senator Byrnes, Democrat of South Carolina.

A SCHEDULE board has been working efficiently for WMAZ, Macon, Ga., on which colored stickers are pasted for different types of programs. It is used by the commercial department.

THE NEW WPRO is described in a brochure just published by this Providence, R. I., station. Exhaustive data on coverage are presented.

"TODAY Down the Centuries" is the title of a twice-weekly series broadcast over KFWB, Hollywood, by Union Bank Trust Co., Los Angeles, its first radio venture.

WBNX
MARKS
THE
SPOT
BROADCASTING CENTER
With 193 English programs and 53 foreign language programs per week WBNX appeals to every nationality that makes up the character of this rich trading area.
WBNX • New York

MEMBERS of the voluntary association of the new Federal Savings and Loan Associations in Southern California, pooling part of their advertising appropriation, are conducting an educational campaign over KNX, Hollywood. New banking and monetary policies of the government are described, although the appeal is mainly designed to aid housewives in intelligent buying.

A SERIES of programs titled *History of Art* will start Feb. 7 over the Yankee network, with Dr. H. H. Powers, president of the Bureau of University Travel as speaker.

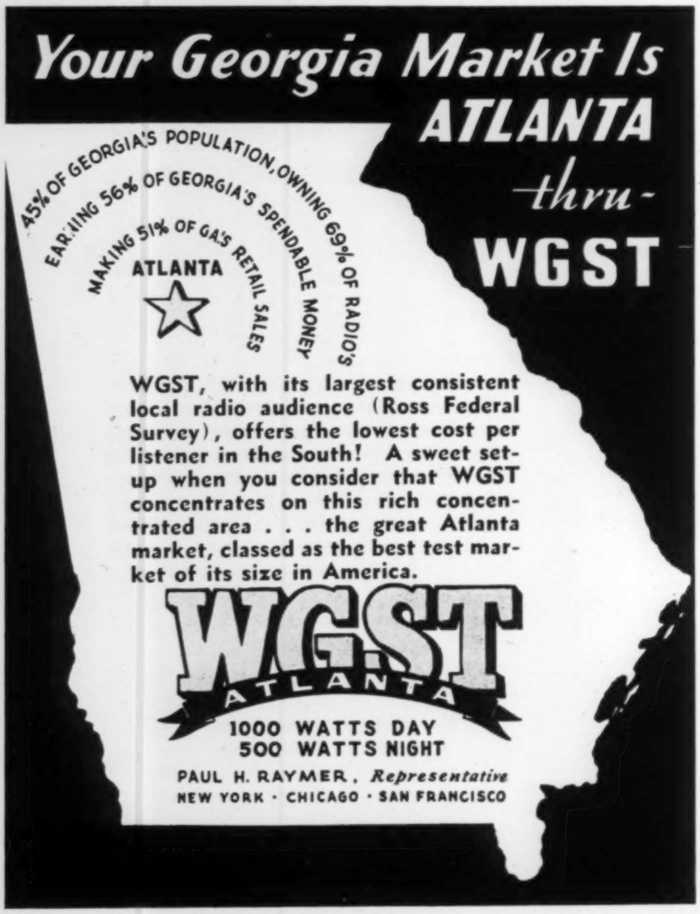
A NEW program, ***Sunday Afternoon at Monticello,*** is in rehearsal and will be scheduled over WBIG, Greensboro, N. C., on a Sunday afternoon spot early in February by Jefferson Standard Life Insurance Co. The concern has been sponsoring "Memories at Twilight" for the past year.

LATE hours are good hours, in the view of a local sponsor who has used the 11:05-15 spot on WBEN, Buffalo, for over two years for "The Ironic Reporter," with good results. Another client plans to use the period following this program.

COLLAPSE of the old towers of WBT, Charlotte, N. C., was broadcast recently with microphones picking up the sound of the crash and an announcer giving a word picture.

"STAMPS" is the title of a weekly program over WBIG, Greensboro, N. C., which is produced by Walter Haislip, of the WBIG staff, a philatelist.

A NEW *Mighty Oracle* program is part of the sustaining schedule at WFBL, Syracuse, N. Y. Robert G. Soule compiles the data and script with George Perkins, assistant program director, as the "Oracle." The audience is asked to submit questions for the program. The ten best submitted each week are awarded two tickets to a theatre.


Your Georgia Market Is
ATLANTA
-thru-
WGST
45% OF GEORGIA'S POPULATION, OWNING 69% OF RADIO'S
EARNING 56% OF GEORGIA'S SPENDABLE MONEY
MAKING 51% OF GA'S RETAIL SALES
ATLANTA
WGST, with its largest consistent local radio audience (Ross Federal Survey), offers the lowest cost per listener in the South! A sweet set-up when you consider that WGST concentrates on this rich concentrated area . . . the great Atlanta market, classed as the best test market of its size in America.
WGST
ATLANTA
1000 WATTS DAY
500 WATTS NIGHT
PAUL H. RAYMER, *Representative*
NEW YORK · CHICAGO · SAN FRANCISCO

WWJ's Flying Studio

HERE is station WKFB, with Walter R. Hoffman, chief engineer of WWJ, Detroit; operating the transmitter at the telegraph desk. The station is installed in a new plane recently placed in service by WWJ and the *Detroit News*. For airway communication it is designated KHPMN. A frequency of 2150 kc is used by WKFB for rebroadcasts through WWJ. The plane has three cameras installed in the wings which operate electrically from the pilot's seat and can be piloted automatically. The broadcasting installation was worked out by WWJ, American Airlines and Transcontinental & Western Air Inc. and the transmitter was built by Western Electric Co.

ACTIVITIES of high schools, junior colleges and universities in Southern California are reviewed in ***Campus, Game and Gossip*** over KNX, Hollywood, with L. P. Corbett, vice-principal of the Sawyer School of Business, Los Angeles, at the microphone. Guest artists, including glee clubs and school personages, take part.

AN UNPUBLISHED song by an amateur composer is presented on each of the thrice-weekly ***Moonlight Melody*** programs from KHJ, Los Angeles, to coast stations of the Don Lee-CBS network. Each program is dedicated to a civic event.

KMAC, San Antonio, is operating in new studios and offices, occupying the entire floor of the Smith Young Tower building. A visitors gallery is provided and studios are decorated with 16 original paintings.

WOC, Davenport, Iowa, claims to be the first in the Midwest to broadcast a bowling tournament. A microphone, with enough wire to allow the announcer to move to vantage points on 12 alleys, was used for the team finals in the tournament sponsored by the Tri-City Bowling association. Morgan Sexton, WOC program director, described the high points of the tournament.

KFRC, San Francisco, CBS-Don Lee outlet, is issuing a monthly one-page publication ***KFRC Newscast***, which is sent to all advertisers and advertising agencies, advising news programs, both commercial and sustaining. It also contains studio gossip of interest to advertisers and agencies. Edited by Murray B. Grabhorn, sales manager, the publication uses the slogan, "Radio Pays Big Dividends To Those Who Use It Wisely."

RADIO STATION
REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

Paying of Tribute For Song Opposed

"Wreck of the Old 97" Is Still Before the Courts

BROADCASTERS, advertisers and others who might be affected, "would be foolish to pay a single penny" in settlement of the alleged claim of infringement of the song "The Wreck of the Old 97," which has been in litigation many months, according to Isaac D. Levy, of WCAU, Philadelphia. Mr. Levy is treasurer of the NAB and a legal authority on copyright matters.

In a letter to BROADCASTING on Jan. 16, Mr. Levy called attention to the current campaign of Robert L. Nase, attorney of Flushing, N. Y., seeking to negotiate "settlements" with stations on the ground that the courts finally have held that his client, David Graves George, is the author of the composition. The number, Mr. Nase claims in a letter apparently sent to all stations, has been played repeatedly over the air, and suggests that, to avoid litigation, negotiations for settlements be entered.

A Technical Point

THE CASE was originally brought against the RCA Victor Co., Inc., in connection with its recording of the number, and went up to the Supreme Court on a technical point, Mr. Levy emphasizes. The text of Mr. Levy's letter follows:

I think that you would be doing a real service to the broadcasting stations if you publish, in your next issue, the status of the George *vs.* RCA Victor Co. case, involving the question of the authorship of the song, "The Wreck of the Old 97".

Radio stations have received the enclosed letter from Robert L. Nase, attorney for George, demanding payment for infringement of the use of the song, "The Wreck of the Old 97".

This demand is made because the press of this country have inaccurately reported the effect of the decision of the United States Supreme Court, involving a technical point in this case. The facts are as follows:

George claimed authorship of the song "The Wreck of the Old 97". He brought suit against RCA Victor and Judge Avis in the District Court [John Boyd Avis, U. S. District Court of New Jersey] filed an opinion upholding his claim of authorship. A master was appointed to assess damages.

An appeal was taken to the Circuit Court of Appeals, which court reversed the findings of Judge Avis as to authorship of the song. A *certiorari* was then requested of the United States Supreme Court, which court limited the argument to the technical point as to whether or not the Circuit Court of Appeals had jurisdiction to hear the case before the damages had been assessed. The United States Supreme Court ordered the Circuit Court of Appeals to dismiss the appeal taken to it which brings the case back to the master for the assessment of damages.

Following this assessment an appeal will then be taken to the Circuit Court of Appeals, which Court has already determined that George is not the author of the song.

You may advise station owners that I think they would be foolish to pay a single penny in settlement of the alleged claim for infringement.

RADIO sets were placed in cheese factories and dairies in Wisconsin Jan. 15 so farmers could hear the *Wisconsin Agriculturist and Farmer* program broadcast over WTMJ, Milwaukee, when the cheese industry held a "meeting" by radio.

Pinaud's Air Series Gets Big Response

SO TREMENDOUS has been the response from its "Lilac Time" program, started Nov. 3 over a 14-station CBS network, that Pinaud, Inc., New York (cosmetics) more than doubled its network after a few weeks on the air. Now the program is broadcast coast-to-coast over 33 CBS stations.

Pinaud's delight at its radio venture was expressed by Marcel Michelin, vice president, in these words: "So great has been the public response to the first four weeks of our broadcast and so numerous have been the requests from listeners outside of our immediate territory for inclusion of their local stations in our schedule that we have decided to double our territory.

Sales Climb Quickly

"RESPONSE to our gift offer of Pinaud samples has been enormously encouraging. Furthermore, an extremely favorable sales reaction has already been reported by retail dealers in our territory. Customer demand, particularly for 'Lilac de France' and the '6-12' eyelash beautifier, both featured in the radio commercial, began to climb immediately after the inauguration of the program.

"We feel our radio promotion has shown such excellent results already that we are justified in widening and intensifying it. Reactions from the trade have been in a large degree responsible for this decision."

Mr. Michelin plans a visit to the West Coast to contact the trade and determine sales reaction.

Advertising Regulations For Alcoholic Beverages Are Issued by the FACA

RULES to govern liquor advertising in all media, including radio, promulgated Jan. 17 by the Federal Alcohol Control Administration, forbid "any untrue statement in an advertisement of distilled spirits or wine or products of the brewing industry." According to Director Joseph H. Choate, Jr., they are believed "to embody higher governmental standards for truthful and informative advertising than are in effect for any other class of merchandise."

The regulations forbid statements inconsistent with label statements; statements as to curative or therapeutic effects that are untrue or misleading; misrepresenting place of actual origin; giving impression that product is imported when such is not the case; or misrepresenting the actual producer of the beverage.

Use of guaranteed or similar words is barred, with certain exceptions, and all statements tending to lead consumers to select a brand of beer on basis of alcoholic content are regarded as misleading. Jurisdiction of FACA does not extend to retailers since there is no retail alcoholic beverage code in force. Distilled spirits and rectifiers code authorities now require approval of advertisements of spirits before publication.

WPRP are the new call letters of the station at Ponce, Puerto Rico, formerly WMFK, the FCC announced Jan. 23.

Richfield Discs

RICHFIELD OIL CO., of California, Los Angeles, sponsors of the *Jimmie Allen* transcription series on Pacific coast stations, has started to produce an additional three-minute disc for the same list of stations. World Broadcasting System, Hollywood, will produce the transcriptions which will be in the form of brief interviews with the Richfield "chief of staff." Prominent flying people who were recorded in January include Col. H. H. Arnold, Jimmy James, Jerry Voltee, Gladys O'Donnell, Donald Douglas, Carl Squier, Jack Northrup and others. It is expected that Richfield will later extend the use of the new series to its eastern radio program schedule.

Merchandising Service In WBS Fashion Series

LIVELY fashion news and what important persons are wearing will be included in a new series of WBS transcriptions called *Tobelogues* to be released Feb. 11 to department stores. In addition, the 15-minute discs will include musical selections and a break in the middle for sales message. The series of 14 programs will be released for one department store in each city.

The *Tobelogues* merchandising service provides for answers to mail inquiries concerning fashions, with every letter receiving personal attention. Sample programs have been sent to all WBS affiliates and letters have been sent to department stores by WBS.

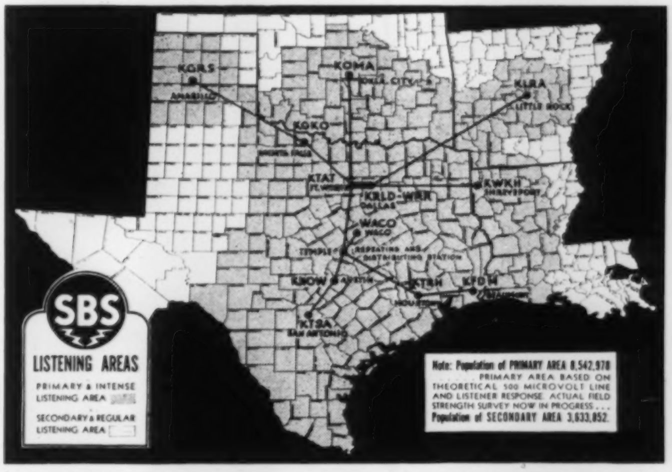
What more can you ask ?

- **50,000 WATTS**
- **a NATIONALLY CLEARED CHANNEL**
- ***and* the ASSURANCE that YOUR Program will be ASSOCIATED with the CREAM OF CBS entertainment**

that is what you get when you buy— **WHAS**

Owned and Operated by
THE COURIER-JOURNAL
THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NEW YORK CHICAGO DETROIT SAN FRANCISCO



KGRS
AMARILLO
KOMA
OKLA. CITY
KLRA
LITTLE ROCK
KOKO
WICHITA FALLS
KTAT
FT. WORTH
KRLD-WRR
DALLAS
KWKH
SHREVEPORT
WACO
WACO
TEMPLE
REPEATING AND DISTRIBUTING STATION
KNOW AUSTIN
KTRH
HOUSTON
KFDM
BEAUMONT
KTSA
SAN ANTONIO
SBS
LISTENING AREAS
PRIMARY & INTENSE LISTENING AREA
SECONDARY & REGULAR LISTENING AREA
Note: Population of PRIMARY AREA 8,542,978 ...... PRIMARY AREA BASED ON THEORETICAL 500 MICROVOLT LINE AND LISTENER RESPONSE. ACTUAL FIELD STRENGTH SURVEY NOW IN PROGRESS ... Population of SECONDARY AREA 3,633,052.

SBS network is proud that 8 of its stations out of 12 markets covered are also CBS affiliates!

. . . This guarantee of Columbia program excellence gives double assurance that the majority of Southwestern radio homes are regularly tuned to SBS Stations!

. . . And SBS makes no apologies for its non-Columbia Stations! Three of them have no local-station competition—and the other is a "bear cat" that handles competition without national chain affiliations!

. . . Big talk from a cocky youngster? Just make us prove it!

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President . . . Fort Worth, Texas

GREIG, BLAIR & SPIGHT, Inc.
NEW YORK CHICAGO DETROIT
SAN FRANCISCO LOS ANGELES

RESTATING AN OLD LAW— BACKWARDS!

The law of diminishing returns, stated backwards, becomes the law of *increasing* returns: The more closely you confine your advertising to the heart of your *real markets*, the more results you get per dollar spent . . . . WAVE covers *the Louisville trading area* at the minimum of cost. 420,000 of our 917,000 primary listeners live practically within sight of our tower. "Distance hounds" in Mexico and Canada may listen-in sometimes, but it's at their own expense! . . . . N. B. C.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

WBS Revises Compensation Method

(*Continued from page* 11)

station representatives and WBS a definite increase in the use of the daily program service by regional and national advertisers can confidently be looked for during the coming year.

"The agreements call for a substantial increase both in the number of recorded musical selections supplied to the stations each month and also in the continuity service which will total 2½ hours a day. It is planned to put these increases into effect by March or sooner if possible. A new schedule of shipments has been devised so that stations will be provided with popular music more frequently than before in order to keep in line with current hit numbers.

"In the field of specially recorded sponsored programs of the so-called tailor-made type, a marked improvement is looked for also, as a result of the trend toward greater understanding between WBS and station representatives which is made possible by WBS' new contractural relations with stations, as exemplified by the mutually satisfactory working arrangement already agreed upon by WBS and Free and Sleininger, Inc., with the hearty endorsement of the stations represented by the latter organization."

Cooperative Plan

IN BEHALF of Free & Sleininger, H. Preston Peters, vice president in charge of the New York office, declared Jan. 28 that the arrangement carries the organization's "unqualified endorsement". He said the discussions during the past three months were instituted by Free & Sleininger "for the express purpose of arriving at a situation whereby our stations could have the advantages of World's creative program department plus our own personnel."

Stations represented by Free & Sleininger now subscribing to the WBS service are WHO, Des Moines; WGR-WKBW, Buffalo; WHK, Cleveland; WAIU, Columbus; WDAY, Fargo, N. Dak.; KMBC, Kansas City; KFAB, Lincoln and Omaha; KOIL, Omaha and Council Bluffs; WAVE, Louisville; CKLW, Detroit, and KOIN-KALE, Portland, Ore.

Chicago and New York offices of Free & Sleininger are installing transcription reproduction equipment, Mr. Peters stated, so that samples of both daily program service and "tailor-made" recordings may be auditioned there for agencies and clients. "Thus," he said, "we have facilities to audition programs built from the library service exactly as they will be broadcast by our stations subscribing to the service. We have long believed in the excellence of WBS recordings and anticipate that the cooperation from this new plan of compensation to WBS by our stations will result in increased transcription volume."

Spot Broadcasting

(*Continued from page* 11)

too. So a constant, on-tap source of information and help was needed —and finally developed. One major exclusive representative organization came into the picture and established offices in the major advertising centers. This company, Edward Petry & Co., Inc., was the first to go into this business of extensive radio station representation and their lead was then followed by several others.

The situation has changed. Agencies need only pick up the 'phone to learn anything about a station and market thousands of miles away. Stations have found out over the past several years that they, too, just like newspapers, can secure more business, a sounder and more honest representation of their facilities, and a closer cooperation from agencies and advertisers by having their own representatives.

A clearer and deeper understanding of the multiple methods of using spot broadcasting, in large part due to the new era of representation, has been responsible for this.

Today, the present and future of spot broadcasting is brighter than ever before. The industry is now on a firm, stable foundation. The one factor that has been the most important one in establishing this new era in spot broadcasting has been the stabiliztion of the relations between station, agency and advertiser. This has come about only since sound representation has been established. It is the general belief in the advertising business that the principles of exclusive representation, proven to be economically wise over a long period of time in the newspaper field, will continue to make spot broadcasting march on to even greater goals.

Executives Named To Staff of WFIL

Mr. Chambers

EXECUTIVE staff appointments for WFIL, Philadelphia, a consolidation of WFI and WLIT, former time-sharing stations, were announced Jan. 16 by Donald Withycomb, general manager. Stanley Chambers has been named commercial manager, Keith McLeod program director and Joseph M. Nassau, former manager of WLIT, chief engineer.

Chambers has been identified with advertising and radio in New York including association with Peck Advertising Agency, Alfred Wallerstein Inc., Redfield-Coupe Inc., manager of sales and sales promotion for Federal Broadcasting Station (WMCA) and sales and merchandising manager of WHN. He is intimately acquainted with both manufacturing and retailing fields. Among his programs were Evening in Paris, Van Heusen and Battle Creek Food Products.

Mr. McLeod

McLeod was an organist in Denver before entering radio with a post at WJZ, New York, where he became familiar with all branches of station operation. When NBC was organized, he became musical supervisor, remaining with the network until January 1933. At that time he was named a member of the board of Broadcasting Abroad Ltd. He has built and directed many programs, performed as a piano soloist on the air, and was musical director for the department of religious radio for the Federal Council of Churches of Christ in America.

Pacific Basketball

FOR the fourth season, Associated Oil Co., San Francisco, is sponsoring 100 broadcasts of West Coast basketball games. Fans are urged during the programs to go to games and Harold R. Deal, advertising manager, says the broadcasts have helped increase attendance. Announcers for the series include Doug Montell on KLX, Oakland; Herbert Herzenberg on KTAB, San Francisco; Stanley Church on KALE, Portland; Frank Bull on KMTR, Los Angeles; Morey Rider on KJR, Seattle; Don Thompson and Ray Lewis on KQW, San Jose; Ernie Smith on KYA, San Francisco; Harry Lantry on KGA, Spokane.

A COMPLETE MERCHANDISING SERVICE

TO ALL WHO BUY THE MICHIGAN RADIO NETWORK

8 Stations in Michigan's 8 largest cities. Primary coverage of 85% of a territory with a population of over four million people.

WBCM	Bay City
WFDF	Flint
WJIM	Lansing
WIBM	Jackson
WELL	Battle Creek
WKZO	Kalamazoo
WOOD-WASH	Grand Rapids
★ Key Station	
WXYZ	Detroit

Yes—a COMPLETE merchandising service which gets distributors . . . sells merchandise . . . checks credits . . . handles demonstrations . . . places displays. This service is a tested, a proved success, and for almost 2 years has been used by national advertisers to great advantage! Write or wire for details.

RATES:

$200.00 per quarter hour, evenings.
$125.00 per quarter hour, daytime.
MICHIGAN'S GREATEST RADIO BUY!

KUNSKY-TRENDLE BROADCASTING CORPORATION

(Owners and Operators of Station WXYZ)
DETROIT, MICH.
300 Madison Theatre Bldg.

Chicago: WM. G. RAMBEAU, Manager, 360 N. Michigan Ave.
New York: ROBERT NEWTON, Manager, 307 E. 44th St.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

FCC Will Restrict Departing Officers

PROMPTED BY the views expressed by Chairman Wheeler (D)., of Montana, and other members of the Senate Interstate Commerce Committee, criticising procedure under which former officials and attorneys of the Radio Commission and FCC staff are permitted to engage in legal practice before it, the FCC at a special meeting Jan. 26 unanimously adopted a resolution which would prohibit any attorney or other FCC employe or officer from engaging in such practice, under certain conditions, for two years after leaving its employ.

The resolution, offered by Commissioner George Henry Payne, specified that it should preclude former officials from engaging in practice before it for two years "in any matter or controversy" pending before the FCC during the period of their employment. In other words, a lawyer would not be prevented from practicing before the FCC immediately after leaving that agency if he handled cases other than those pending while he was on the FCC staff.

Bilbo Charges

THE RESOLUTION will become effective 60 days after promulgation. Actual promulgation will not take place until the FCC revised rules and regulations are published. These are now being drafted and probably will be ready in about two months.

Simultaneously the FCC, upon motion of Commissioner Anning S. Prall, ordered an immediate investigation into charges made by Senator Bilbo (D.), of Mississippi, that Examiner George H. Hill had engaged improperly in political activities in Mississippi last fall. Senator Bilbo had testified before the Senate Committee that he knew of one instance in which Mr. Hill had given $50 for a vote in favor of Ex-Senator Stephens, Bilbo's opponent.

Change in Rules

THE RESOLUTION affecting practice before the FCC, follows in full text:

Resolved that when the rules and regulations governing practice and procedure before this Commission are adopted there be included the following paragraphs setting forth the effect of previous connection with this Commission:

(a) No former officer or employee of the Federal Communications Commission shall act as attorney or agent, or as the employee of an attorney or agent, or shall appear as an officer or employee of an individual, partnership, or corporation, in any matter or controversy pending before the Federal Communications Commission during the period of his employment therein within 2 years after the termination of such employment; provided, however, that the foregoing shall not be construed to prevent appearances as witnesses.

(b) This rule shall not apply to persons who have severed their connections with the Federal Communications Commission prior to 60 days after its effective date.

AN AMERICAN newspaperman, Lester Ziffrin, of the *United Press*, is acting as news broadcaster over EAQ, Madrid, Spain, which carries 2,000 words of news a day.

FCC Confirmations Opposed

(Continued from page 14)

were brought forward by Llewellyn. Several members of the committee objected to his testimony on the ground that it was purely hearsay.

Llewellyn declared the official dismissal papers charged him with insubordination, lack of cooperation, removal of records from the office and hindering the investigation of Van Nostrand.

Recalled to the stand, Col. Brown was grilled on the Van Nostrand case. He said Van Nostrand had been transferred from Atlanta to New York, with a big reduction in salary, after the charge of accepting a fee for the equipment sale had been investigated. Then he was permitted to resign. This provoked questioning and criticism among committee members, several of whom held the view that Van Nostrand should have been criminally prosecuted.

At the final hearing Jan. 29, the committee heard Commissioner Sykes and Brown and Ben S. Fisher. The latter as former assistant general counsel of the old Radio Commission and of the FCC, made the investigation in the Van Nostrand-Llewellyn case.

Asked by Senator Wheeler about policy as to the sale of stations to newspapers, Col. Brown said that the newspapers made applications in the prescribed way. Any publisher who has been successful with a newspaper, he declared, has a high regard for public interest. He said he saw no reason why newspapers should not be permitted to go into broadcasting, if the publishers are qualified. Col. Brown also declared, responding to Senator Wheeler's questioning, that he saw no objection to one organization controlling a number of stations, but that he did object to any organization's control of more than one station in a community.

Mr. Fisher said that Van Nostrand had four charges proved against him—the $500 "commission" in the equipment case; a Miami, Fla. hotel bill paid by a station; receiving a radio set for a present, and use of the Commission test car for his own purposes, while four other charges, including the WJTL case, were not proved.

Mr. Fisher denied the allegation of Llewellyn that he had told the latter that he wanted to "drop" the WJTL case because it involved a lawyer friend of Judge Sykes. He said Judge Sykes had no knowledge of the Van Nostrand case because he was at the Madrid radiotelegraph conference during the entire time. This denial elicited an attack from committee members upon the Llewellyn testimony.

As the final witness, Judge Sykes also denied the Llewellyn charges regarding WJTL. As to the charge that his son Charles had received an $800 fee for a station action, he declared his son had not participated in the case but that it had been handled by another person in his Jackson, Miss. law firm. Asked by Senator Couzens if his son had not been mentioned before in previous confirmation proceedings, Chairman Sykes said that it had been his former son-in-law, from whom his daughter was divorced, who had once operated a radio news service and magazine.

BA Inc.

The Forgotten Market

¶ In these United States, there are some 38,000,000 men, women and children, who either were born abroad or are of foreign-born parentage.

¶ These buyers of all kinds of products represent nearly a third of the total population of the United States.

¶ Even if they have become more or less Americanized, they still retain their love for their native music.

¶ Don't forget them. Tell them your sales story the modern way—by Radio.

¶ Radio is efficient, effective and economical.

¶ Ask us to tell you how our Domestic-Foreign Department can help you. We have convincing facts.

¶ Our service is flexible and complete. We make our own records in our own recording studio. We can supply first grade talent, in any language, supplemented by a library of some 7,000 of the finest orchestral, band, voice and dramatized recordings.

Broadcasting Abroad, Inc.

29 West 57th Street New York, N. Y.

When a
BAKERY
BUYS TIME
in
RHODE ISLAND
—the choice is
WPRO

The Bamby Amateur Radio Show, sponsored by the New England Bakery, Southern New England's finest and largest home-owned bakery, packs the Metropolitan Theatre with 4000 Bamby rooters every Saturday night . . . and thousands more are regretfully turned away.

This means . . .
that the
BAMBY bakers
use WPRO and
SELL MORE BREAD

It also means . . .
that WPRO has at
last brought real
RADIO SHOWMANSHIP
to Rhode Island

●

1,225,578
Consumers who
spend nearly
$300,000,000
annually live
within WPRO's
complete coverage of this
second largest New England market.

Write for our new illustrated booklet which will tell the *whole* story.

WPRO 630Kc.
CHERRY & WEBB
BROADCASTING COMPANY
Providence, R. I.

Western Electric 1 Kw.
106 B Transmitter
FOR SALE

A well known Radio Station, which recently has been granted a permit to operate at a high power, will sell its present Western Electric 1 kw. 106 B transmitter which cost in excess of $20,000.

The transmitter is in perfect operating condition and complete with Western Electrical Crystal control, all tubes including spare Western Electric 228A power tube and duplicate set of motor generators and pumps.

Designed to operate from DC supply, but can be modified for AC operation and can be operated on any power from 100 watts to 1 kw.

The transmitter is on the air every day and can be inspected and checked under actual operating conditions.

Correspondence is invited from anyone interested in securing this equipment at a bargain price.

Box 264 % Broadcasting

Radio as Medium for Retailers

(Continued from page 9)

or set of clubs will be mentioned; or if a fashion show, a comparison between the prices of the originals and copies might be emphasized; or if a cake recipe is given, any mention of associated items would be appropriate.

On dates of interest, such as Hallowe'en, Thanksgiving, Mother's Day, Children's Day, Father's Day, Better Homes Week. Easter, etc., if part of the broadcast theme, suggest certain tie-ups in merchandise offerings. Or local civic, social or sports events, such as opening of the opera, country club, automobile show, local cooking school, garden club activities, parents' and teachers' regional meetings, art exhibits, sports tournaments, football games, festivities of women's clubs or social clubs, and so on, all provide radio copy and suggest merchandise tie-ups.

Of course any store feature of promotional importance, such as Night Life, Toy, Beach or College Shop openings, announcements of new shop openings, newly decorated model rooms, contests of all kinds, special services of all kinds, feature attractions or promotional stunts—furnish copy ideas as well as appropriate merchandise items. Thus in a general way the preparation of the continuity and the selection of merchandise items are influenced largely by community and store activities.

According to the experiences of many stores, limited quantity purchases and other specially priced items — frequently called "radio specials," have proved resultful. These are advertised over the radio only, and at inviting prices. If a store runs a radio program daily, two or three radio specials a week are considered sufficient. These may be repeated once or twice, depending on the number chosen for the week. They should have universal appeal, be fashion-right, and usually priced between $1 and $5. The merchandise should be displayed in the department where sold, with a special price ticket labeled "as advertised over the radio" or similar phrase.

A Good Voice

MANY effectively developed retail programs have been ruined because of the unpleasant voice personality of the announcer. I have been with radio executives when auditions were being held on new radio programs. On paper the programs were very impressive. The sense of hearing, however, rebelled against them simply because the announcer in each case could not resist play-acting.

Prospective store announcers should be subjected to this test: Hold auditions until you hear a voice that is acceptable as the vocal representative of your store.

As a matter of expediency, a great many stores select a person from the advertising department — or from the personal shopping bureau. If neither selection has the necessary qualifications, engage a "free lancer." The personal shopper is perhaps the best internal selection if she passes the audition test. She is sufficiently acquainted with store operation—policies, services, merchandise and staff. She has already been publicized as associated in a personal way with the store.

Let there be a distinction between what is ordinarily called good newspaper copy and radio copy. Both, of course, must sell goods, but the latter, a dialogue, must not have the characteristic elements of meticulously prepared newspaper copy; it must be less restrained, more spontaneous, improvised at times. Let the broadcaster speak, if possible, from notes rather than from wholly prepared copy.

Selection of Station

THE SELECTION of a radio station is recognized as a problem of vital importance. Coverage, radio's equivalent to circulation, is important only insofar as it reaches the greatest number of potentially active customers. Frequently a powerful station is considered the most popular. It commands a far greater percentage of the total listeners who reside in the trade area. If this station has high rates and a coverage extending far beyond the trade area of the store, its use becomes subject to a comparison with the second station.

In addition to power, an evaluation of other factors should be considered. First, the station's personality as reflected in the manner of its program presentation. Second, the type of clients and products it advertises. Third, its services to advertisers, helping to build effective programs.

After evaluating all of these factors in selecting a station, the retailer should then make a survey of its customers to measure the popularity of the station it plans to use —perhaps applying the test, "maximum number of listeners within the trade area during or near the planned broadcast period per sales message dollar." This survey can be made either by engaging house-to-house investigators or through a circularization of the customers. Or perhaps better still is to telephone several hundred typical customers to discover whether they are listening to the radio at that moment.

What Hours?

ACCORDING to member stores, an overwhelming proportion favor the use of morning hours; the majority of course before 10 o'clock.

In selecting the hour, consideration must be given to the possible benefit accruing from listener-continuity established by the preceding program.

Sometime ago a leading retail store engaged college students to make a house-to-house survey, interviewing several thousand women living in certain districts representative of the store's average customer. The purpose of this survey was to learn the attitude of the average customer toward radio advertising in general, and the store's broadcast in particular, and thus to determine the best hour and the most effective appeal.

Some of the following valuable facts were discovered: 44% tune in at 7:30 to 10 a.m.; 42% get up at 7 a.m.; 35% have breakfast at 7:30 a.m.; 31% of the husbands leave for work at 8 a.m.; 49% of the children leave for school at 8:30 a.m.; 54% do dishes at 8:30, 8:45 and 9 a.m.; 44% knew who sponsored the store's program.

Other important information was discovered which indicated the necessity of changing the store's period, at 11 o'clock, to a time previous to 9 o'clock in order to obtain the best coverage.

Evening Broadcasts

EVENING broadcasts, when used, are usually institutional in character. The program must appeal to the entire family, which requires entertainment and music. Our survey indicates that six to seven o'clock was the most frequent time used for evening broadcasts. Periods later than 7 o'clock were not available due to the demand for the air by national advertisers.

Aside from this there are other objections held by the average retailer to evening broadcasts: 1. Usually twice the cost of morning hours; 2. Retail programs would suffer by comparison with the quality and cost of program, time demanded and talent used by national advertisers; 3. General entertainment demanded by mixed-sex listeners which makes talent costs too high.

Radio stations today are faced with the vital problem of selling af-

BROADCASTING
Broadcast Advertising

1935 YEAR BOOK

Radio's First
Inclusive Encyclopedia

240 Pages of
Directories and Facts

To Be Published
February 15th

To Subscribers Without Extra Cost • **Single Copies Two Dollars**

RADIO'S BIG BUY
The Central Station—**WHO**—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—**50,000 WATTS**—FULL-TIME

ternoon time. Apparently the afternoon hours are the least acceptable to the advertiser. Statistics are being gathered by stations to show that the afternoon audience is quite representative. It will take more than these statistics, however, to offset the known and obvious fact that most retail stores experience their sales volume peak in the afternoon.

A few stores have successfully promoted their own brands over the radio. Usually they are limited to brands which may be weakly represented by manufacturers or not represented at all.

Promotional Activity

I BELIEVE the radio is a supplementary medium (for retail advertising). I firmly disagree with those who say that one medium should not be used to sell another. In each day's newspaper advertising an announcement of the radio program should be inserted. Other important tie-ups between the air and the customer are at the point of sale; window display, counter signs, interior displays. One store thoroughly promoted its broadcast from the beginning—with 44 billboards, 10,000 postcards, posters in every elevator, store entrance and window. Furthermore, the store provided the broadcaster with social stationery.

Many advertising executives who believe their promotional program can be strengthened by adding radio broadcasting frequently find themselves stalemated because of buyers' aversion to the development of a new medium.

A majority of stores, responding to a questionnaire, believed it advisable to charge radio costs to general rather than to the department advertised to overcome this aversion. An institutional program obviously should be charged to general publicity expense. In the case of a merchandise program, if it is sincerely believed that the radio will do a job for the store and if willing cooperation is not forthcoming from the buyer, then, as a matter of expedience and fairness, I suggest that this accounting procedure be followed—at least until the effectiveness or ineffectiveness of radio publicity is proved. Adequate consideration must also be given to helping the buyer provide the right material for the radio program. Selling plans for the radio campaign should be developed with the same painstaking care as for the newspaper campaign.

In conclusion let me quote this from Amos Parrish: "A long way has radio come. A long way it will go. May its selling voice decrease in noise and increase in sincerity in 1935!"

Penn Drops Net Series

DECISION of Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes) to abandon for the time being its radio campaign led to cancellation in January of its NBC contract for "One Man's Family," carried on 52 stations Wednesday nights. The company lauded the program highly, in explaining its decision, but stated that "a radio program appealing more specifically to young men and women whose cigarette buying habits are not yet definitely formed would be more productive for the introduction of a new cigarette." It is understood that campaigns in other media are also to be terminated.

FCC Opposes Class Allocations

(*Continued from page 13*)

achieved its purpose, and that it now is "contrary to natural laws and results in concentration of the use of frequencies in centers of population and a restriction of facilities in sparsely populated states even though one or more additional stations could be operated without interference from any other station."

"Because of the size of the zones," the recommendation states, "this distribution results in providing ample broadcasting service in the small zones and lack of service in the large zones. An absolute 'equality of radio broadcasting service' is not possible under the existing guide. In the provision suggested, service is made an important criterion, making it possible to carry out the statutory provisions of public interest, convenience and necessity without artificial restrictions."

Plan for Hearings

THE PROPOSED new provision which would govern preliminary hearings, would read as follows:

"However, if it appears upon examination of any such application that the granting thereof will, in the opinion of the Commission, adversely affect the service of any existing radio station, the Commission may, pursuant to such rules and regulations as it may prescribe, conduct an informal and preliminary hearing thereon. If as a result of such informal and preliminary hearing, the Commission is of the opinion that the application violates any provision of this act, or the rules and regulations of the Commission, or that the applicant is not legally, financially or technically qualified, or that the applicant is not in a position financially, technically or otherwise to contest the use of a radio facility with the licensee of an existing station, and that such application should be refused, the Commission may enter its final order refusing such application, stating the reasons therefore."

License Suspension

THE FCC stated, in support of this proposal, that it has been found in many cases that parties have not filed their applications in good faith or with any hope of favorable outcome, but for "purposes of annoyance and expense to the existing station and services." In other cases, upon hearing, it has developed that the applicants were so entirely lacking in necessary qualifications as to be unworthy of favorable consideration. Under the new procedure proposed of holding preliminary hearings, such applications could be discarded and the existing station would not be required to go to the expenses of a needless hearing.

In its recommendation that it be given authority to suspend licenses, the FCC brought out that there are many instances where the revocation of a license is too drastic a punishment, but where some admonitory action should be taken. In most cases these are instances of violations of regulations which could be properly punishable by a short suspension, whereas under the existing law, it does not have that power, but can only revoke or deny a renewal application, if and when filed. The NAB, in behalf of the industry, repeatedly has opposed such a provision, on the ground that a suspension is just as bad as a revocation, for if a station is suspended for 30 days it is "ruined" anyway.

The final legislative recommendation simply would allow appeals to the courts from suspension of licenses as well as revocations.

Enlarged Southwest Net Issues 1935 Rate Card

RATES for its enlarged network of 13 stations, including one alternate, are being sent out by Southwest Broadcasting System, operating in Texas, Oklahoma, Louisiana and Arkansas. The new 1935 rate card lists $1,734 as the hourly charge for its seven basic stations and five supplementaries. The SBS network, with all 13 stations licensed for full-time operation, now offers in its basic group, KTAT, Fort Worth; KRLD and WRR, Dallas; KTSA, San Antonio; KTRH, Houston; KNOW, Austin; WACO, Austin, all in Texas, and KOMA, Oklahoma City. Stations in the supplementary group include three more Texas stations, KGRS, Amarilla; KGKO, Wichita Falls, and KFDM, Beaumont; and KLRA, Little Rock, Ark., and KWKH, Shreveport, Louisiana.

Eight of the stations also carry CBS features. The SBS network is connected by permanent Postal Telegraph high-fidelity lines and originates programs at 13 points.

CONGRESS
is in session

Already this interesting assembly has attracted thousands of people to Washington . . . Society, too, has taken on vivid color as guest lists read like a World's "Who's Who." You will enjoy Washington this winter.

Stop at this distinctive hotel. Quiet exclusiveness, downtown location, facing Lafayette Park.

ACROSS FROM THE WHITE HOUSE

The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

Of course!
YOU WANT THE
DETROIT MARKET

. . . And CKLW alone is the only Radio Station you need to cover the entire Detroit area.

Then it's
CKLW
YOU WANT

Member COLUMBIA Basic Network — 5,000 Watts (1030 kc.) In the center of the dial.
Windsor Offices:
GUARANTY TRUST BLDG.
Phone: 4-1155

Follow the example of DETROIT merchants. CKLW carries more local advertising than any other network station covering the vast Detroit area.
Detroit Offices:
UNION GUARDIAN BLDG.
Phone: Cadillac 7200

WRVA

No afternoon "lull"

WHAT do people do from 1 to 5 in the afternoon? Indications are that a large percentage of those in Richmond, and in WRVA's listening area, listen . . . to WRVA! One participating afternoon program elicited 426 unsolicited letters for 10 programs. The audience value and low cost of this Class "D" period make it an ideal time for test programs!

The "Milky way" on WRVA!

Dairy Products are food for the masses, and the three largest local dairies reach them through WRVA! Southern Dairies uses local talent in two 15-minute programs per week; a famous Southern novelist is "on" for Virginia Dairy two mornings a week; Richmond Dairy just signed for a half hour show every Saturday nite!

They know their media!

LOCAL stores ***know*** local advertising mediums. Hence: One of the largest local department stores uses WRVA 15 minutes six nights weekly; the leading local furniture store, the two leading local morticians, a prominent local tire dealer, a local bakery, and the local Crazy Chrystal distributor use 15-minute periods each, per week . . . while the local utility and a local cigar distributor use a half-hour weekly!

Spot programs spot $$$'s!

WRVA's roster of "spot program" accounts includes these impressive names, using a total of 8 hours weekly: Sloans Liniment, Alka Seltzer, Warner Brothers, Nucoa, BC Remedy Co., Quaker Oats, Dill's Best, The Knox Co., (Cystex), Aladdin Lamps, Benjamin Moore Paint Co., General Mills' Betty and Bob, and Ford Dealers. WRVA "spots" ***must*** be good!

Represented by Paul H. Raymer Co.
New York Chicago San Francisco

"DOWN WHERE THE SOUTH BEGINS"
WRVA
VIRGINIA
5,000 WATTS
RICHMOND, VA.

ASCAP Licensing Queried by Court

PENDING decision by Federal Judge John C. Knox, of the Federal District Court for Southern New York, on the government motion that the anti-trust case against the American Society of Composers, Authors & Publishers be stripped of non-essential matter, activity with respect to the copyright suit has been stalemated. The court heard arguments on this motion Jan. 11, at which time Andrew W. Bennett, special assistant to the Attorney General, and Nathan Burkan, general counsel of ASCAP, appeared.

Of significance during the argument was an observation made by Judge Knox, presiding justice of the court, expressing doubt as to the legality of price-fixing functions of ASCAP. This point is the crux of the Department of Justice suit, which contends that the anti-trust law violation grows out of the fact that ASCAP combines the public performance rights of its composer-members and fixes and maintains the royalties, which, it alleges, is price-fixing.

While Mr. Burkam was presenting his arguments, Judge Knox interposed this observation:

"I believe that the song writer as an individual, is practically helpless unless he can organize. I haven't the slightest doubt that he has a right to organize to protect his right, but there is a question in my mind whether you can agree on a price to be charged for license privileges."

Actual trial of the case has not yet been set by the court, and probably will await decision on the motion to eliminate from the ASCAP answer matter which the government contends is irrelevant, and another motion by ASCAP, opposed by the government, that a commission be appointed by the court to take testimony here and abroad.

Princess Pat Campaign To Cover Whole World

RADIO stations in Canada, Hawaii, the Phillipnes, Australia, New Zealand, South Africa, Shanghai—in fact, in every part of the globe where there are English-speaking people and where the broadcasting stations will accept commercial programs in English—will be used in a worldwide broadcast campaign for Princess Pat cosmetics.

The programs will be transcriptions of the *Princess Pat Dramas* now broadcast Mondays over an NBC network. They are being recorded in the Chicago studios of the Columbia Phonograph Co., using the same casts that were heard over the chain. Thirteen discs have already been completed and are being placed on stations in parts of the United States where sales need bolstering up and which are not covered by the chain broadcasts. To avoid any possible repetition of the same program to the same listeners, the recorded programs are of shows heard on the network about two years ago, when the *Princess Pat Dramas* first went on the air. The programs are produced under the supervision of Frank Steel, radio director of McJunkin & Co., Chicago, agency for Princess Pat, Ltd.

NATIONAL RADIO ADVERTISERS KNOW FROM EXPERIENCE THAT THE ONLY EFFECTIVE WAY TO REACH NORTHWESTERN OHIO'S FERTILE MARKET

IS TO USE

Northwestern Ohio's ONLY Radio Station

WSPD

Toledo, Ohio

WSPD is on the Columbia Basic Network—has a potential market of over 1,000,000 people—and will produce results at an unusually low cost.

Just a partial list of National accounts using WSPD:

Chesterfield
Ex-Lax
Ford Motor
Gen. Baking
Lady Esther
Pillsbury
Studebaker
Vick Chemical
Phillips Dental
Campbell Soup
General Mills
General Cigar
Bisodol
Pet Milk
Wasey Products
Acme Lead
Hudson Motor
Liberty
Gulf Oil
Luden's
Chevrolet
True Story
Wrigley
Bayer Aspirin
Camel
Brillo
Woodbury Soap
Barbasol
Shell Oil

New York
Jos. H. McGillvra,
485 Madison Ave.

WSPD
Toledo, Ohio

Chicago
John Kettlewell
230 N. Michigan Ave.

FCC Getting Data On Clear Channels

Listeners in Remote Areas Are Sent Questionnaires

SUPPLEMENTING the technical study of clear channels now getting under way to ascertain the service rendered by high power stations to remote listeners, the FCC is canvassing by questionnaire more than 100,000 residents of rural and agricultural districts.

It was learned at the Engineering Department of the FCC Jan. 28 that 106,000 questionnaires have been dispatched to postmasters of small towns and villages and to farmers, the names being selected from lists furnished by the Department of Agriculture. In the list were 72,000 farmers. The questions were whether the farmer had a radio receiver; its make, model and date of purchase, and the four favorite broadcasting stations by call letters, together with any comment or reactions on broadcasting and programs.

Automatic Recorders

FROM these replies, the FCC hopes to glean information from laymen disclosing the amount of service given by clear channel stations, how important a factor the obsolete receiver is in clear channel reception, and the program likes of the rural resident.

Meanwhile, it was learned that work is going forward on the main technical analysis, upon which the FCC will determine future policies in connection with allocations. Automatic recorders have been ordered for nine separate locations throughout the country, to record the signal strength of clear channel stations. The work is under the direction of Andrew D. Ring, assistant chief engineer of the FCC, with clear channel stations pro-rating the costs. In addition, FCC and Bureau of Standards engineers are making independent studies to supplement the observations of the stations.

The study is being made pursuant to the action of the FCC last October authorizing a technical analysis of the broadcast band prior to declaration of future policy with respect to clear channels, 40 of which were set aside in 1928 for exclusive use of high power stations during evening hours, but nine of which have been "broken down" since then through duplicated night-time operation. It is hoped that the study will be completed by April.

Newspaper Buys Interest

SALE of an interest in WDAY, Inc., operators of WDAY, Fargo, N. D., to the publishers of the *Fargo Forum*, was announced Feb. 19. The reorganized company will have E. C. Reineke, founder of the station, as president, with Forum officials holding all other offices. Mr. Reineke will continue as general manager, with Charles G. Burke as commercial manager.

TO FILL IN spare moments at the New York studios of WOR, Newark, Wilfred Lewis, page boy, writes a weekly radio column for the *New York News*, a Harlem publication which has a wide circulation in that area.

Clear Channel and Full Time Are Asked by Paulist Fathers

Nine Stations and Five Clear Channels Are Affected By Proposed Change to Accommodate WLWL

CRYSTALLIZING months of discussion and technical analyses, WLWL, New York, operated by the Society of St. Paul the Apostle, has submitted to the FCC a proposal involving a junior reallocation with the object of procuring for itself a full-time assignment on an existing clear channel to replace its present time-sharing allotment equivalent to two days a week on the air.

Submitted on Jan. 15 in the form of a petition, the proposal would affect the assignments of nine stations in different parts of the country, and five clear channels, two of which would be duplicated if the plan is approved. The petition has been routed by the Broadcast Division to its law and engineering departments for technical study prior to formal consideration.

Legislative Battle

THE PETITION is signed by Father John B. Harney, Superior of the Paulist Fathers, who led the campaign during the last session of Congress for class allocations of broadcasting facilities—a lobby which resulted in the Congressional action calling upon the FCC to investigate such proposals. The FCC's report to Congress, which is abstracted elsewhere in this issue, was based on six weeks of hearings into this very question.

It is more or less an open secret that WLWL, supported by certain educational groups combating the American radio system, planned a vigorous legislative attack unless WLWL was accorded full time on a desirable wave with high power. This campaign was to include attacks upon the networks and, it is understood, broadsides against members of the FCC with the aim of blocking their confirmations by the Senate.

Proposed Changes

FOLLOWING is the Harney proposal for station and frequency shifts, as briefed from the lengthy petition:

WLWL, New York, would shift from present limited time assignment on 1100 kc. clear channel to 810 kc. clear channel, operating with present power of 5,000 watts, with full time.

WWL, New Orleans, (operated by Loyola University) would shift from present full-time clear channel assignment on 850 kc. with 10,000 watts to 810 kc. clear channel, operating full-time simultaneously with WLWL, and with power increase authorized up to 50,000 watts. It would break-down this clear channel, since more than one station would operate on it at night.

WCCO, Minneapolis, operated by CBS, would shift from 810 kc. to 800 kc. clear channel, using present power of 50,000 watts. This shift is deemed necessary to meet technical requirements regarding interference between stations on neighboring channels.

WFAA, operated by *Dallas News* and WBAP, operated by *Fort Worth Star-Telegram*, which now share time with 50,000 watts on the 800 kc. clear channel, would move to 850 kc. clear channel vacated by WWL.

WNYC, New York, operated by City of New York as daylight station on 810 kc., would be shifted to 1130 kc., clear channel assigned to KSL, Salt Lake City, Mormon station owned equally by *Salt Lake Tribune* and Church of the Latter Day Saints. WOV, New York, operated by the International Broadcasting Corp. would remain on its assignment on this channel, but would share time day and night with WNYC, each using 1,000 watts. This would break down the 1130 kc. wave as a clear channel.

WPG, Atlantic City, owned by that municipality but leased to CBS, would be given full time operation on the 1100 kc. clear channel, on which the Paulist station now using limited time. These two stations have battled incessantly in past years over time division, with WLWL trying to get half-time operation.

Directional Signals

THE PETITION also sets out that in cases where duplicated operation on clear channels would be involved, engineering provisions should be made for restriction of signals with the objective of holding interference at a minimum. It implies that directional antennas should be employed.

The suggestion is made that the FCC base its action under Section 312-B of the Communications Act, which was written to authorize the Broadcast Division to order frequency shifts upon its own volition. In other words, the petition proposes, first, that the FCC order the shifts in assignments, after which stations involved, under the law, would be notified in writing of the realignment planned, and would have a reasonable time in which to protest. A hearing date would be specified, should any of the parties involved desire to protest.

Hearing Expected

IT IS a foregone conclusion, according to interested observers, that a hearing will be held, should the FCC elect to follow this suggested course. The section has never before been used either by the FCC or the old Radio Commission. Instead of the burden of proof being upon WLWL, as the applicant, the stations which would be shifted would have that legal obligation, under such a proceeding.

A second course suggested in the petition, is that the FCC bring the proposal before it for consideration by setting for hearing all of the renewal applications of the stations involved.

A number of the stations involved, previously contacted, have signified their intentions of consenting to the plan. These include WLWL, WCCO, KSL, and WPG. So far as is known, WFAA is opposed to the plan, but the views of the other stations have not yet been registered with the FCC.

Two New Locals

NEW LOCAL STATIONS in Ashland, Ky., and Decatur, Ala., were authorized by the FCC Jan. 29. Ashland Broadcasting Co. was authorized to establish a full time station on 1310 kc. with 100 watts, while James R. Doss, Jr. was granted the Decatur station on 1370 kc. with 100 watts daytime.

WCAU Files Complaint Over Wire Restrictions AgainstIndependentLine

WITH THE CLAIM that the tariff of the Bell Telephone Co. of Pennsylvania worked a hardship on the handling of local, national and international broadcasts in its prohibitions against two-way transmission and against the use of facilities of the Keystone Telephone Co., an independent oragnization, the WCAU Broadcasting Co. of Philadelphia operating WCAU, on Jan. 22 filed a complaint with the FCC declaring this provision to be "unreasonable and unlawful."

The WCAU, which was signed by Leon Levy, president, asserted that the Bell tariff prohibitions prevented broadcasting from remote points that may be equipped with circuits of Keystone and that this caused a needless expense to construct special Bell circuits, while often the urgency of the broadcast left insufficient time for the installation of Bell wires. It pointed out that the Keystone facilities were often available in such cases and that, as a result of this prohibition, the station had turned over national and international broadcasts to other broadcasting concerns in the vicinity.

The one-way transmission provision was also criticized by WCAU which claimed that it made impossible for remote control points to stand by and pick up cues or information from the studios and that such a situation requires two-way transmission. The Keystone system permitted two-way transmission, it added.

FACTS WILL SELL MORE TIME THAN ADJECTIVES!

•

Show your prospects that they can get more listeners per dollar on your station, and you have gone a long way toward making more sales.

A Soby audience survey will provide FACTS about the radio audience —FACTS that have a definite sales value!

Write for complete information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Avenue
Wilkinsburg, Pittsburgh, Pa.

ALICE ABBOTT
Offers You

Alice Abbott, at work in her studio-kitchen

Feminine Pittsburgh

Monday through Friday 9:45 to 10:00 A.M., Alice Abbott—the "Friendly Voice" of WCAE—brings to Pittsburgh's homemakers the latest innovations in home management. Your sales message delivered on this feature is assured of a sympathetic and appreciative audience.

Write for complete details.

WCAE
PITTSBURGH, PENNA.
1220 Kcs. 1000 Watts
BASIC RED NETWORK

Pacific Education

PART of a $7,500 grant by the Carnegie Corp., New York, for a survey of adult education in the Los Angeles area will be made available for research in radio education, with Prof. T. M. Adams, of Occidental College, Los Angeles, as the committee member in charge. Clarence Martin, in charge of publicity for adult education of the State Department of Education, will assist. The survey is to be completed in about three months.

SOME two score stations are included in a spot campaign by Reo Motor Car Co., Lansing, Mich., in announcing its new models.

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts
The Ideal Outlet
for
Central Penna. Coverage
Write Roy Thompson
"Voice of the Alleghenies"

Anning Smith Prall

(Continued from page 27)

York City Board of Education. Three times thereafter he was elected its president. He was appointed a commissioner of taxes and assessments for New York on Jan. 1, 1922, and he served on that board with George Henry Payne, now a Republican member of the FCC and vice chairman of the Telegraph Division. All during this service. Mr. Prall was acquainted with Mr. Roosevelt, who afterward became Governor.

It was in November, 1923, that Mr. Prall first was elected to Congress. The next term he was reelected. Then re-election became almost a habit, for he served continuously until the 1935 Congress convened, having declined to run at the last election because he had already been appointed by the President to the old Radio Commission—a post he could not accept immediately because of the pressure of important Congressional business in which he was a vital cog.

During his distinguished career in the House. Rep. Prall was not only chairman of the Democratic Patronage Committee, but also was second ranking member on the important Banking and Currency Committee. The main subcommittee was that charged with legislation having to do with the Reconstruction Finance Corporation. Mr. Prall was its chairman. He handled the Federal deposit insurance legislation in its battle through the House, and was designated several times by the President and party leaders to take charge of important administration measures, among them the Federal Housing Act, and the Loans to Industry bill, both highly significant "New Deal" propositions.

For one week in 1932, Mr. Prall served as Speaker of the House. He terms it one of the "greatest thrills" of his life. "Jack Garner was Speaker," he explains, "and it was his custom to give certain members the honor of taking the chair for brief periods. My chance came two years ago, and Garner presented me with the gavel I used during the speakership."

For the 12 years Mr. Prall served in the House, he represented one of the most thickly populated and wealthy districts in the world. With a population of nearly 300,000, the district included all of Staten Island, Wall Street, the Battery, Ellis Island, the expansive shipping district at the world's most important port, and also the melting pot of humanity on the East Side.

Long before he had an inkling that he might become identified with the Federal machinery which administers radio, Mr. Prall took a real interest in radio, but it was from the program side and in its humanitarian phases. Always interested in children (he has two of his own), he took a fancy to children's programs, and while a member of Congress frequented one of the local studios to observe the children's hour. This, he explained, grew out of his intimate contact with social education while he was president of the New York City Board of Education. There is many a future Galli-Curci or Barrymore hidden among the talents of these juveniles, he believes, particularly those whose opportunities are diminished because of home circumstances. Radio, he thinks, offers an avenue heretofore unavailable for the discovery and development of talent.

Mr. Prall was appointed to the Radio Commission by President Roosevelt last Feb. 22 to succeed William D. L. Starbuck of New York as first zone commissioner. With the President's consent, however, he elected to conclude his term in Congress, since his committee was active in RFC matters. In the meantime, Congress passed the Communications Act which abolished the Radio Commission. Because of a constitutional provision which makes a member of Congress ineligible to serve on an agency created by the session of which he was a member, Mr. Prall could not qualify for the FCC until the new Congress convened Jan. 3.

For the interim appointment, President Roosevelt named Hampson Gary, Texas Democrat, who served for six months efficiently and conscientiously. Then the President named Mr. Prall Jan. 10 for the balance of Mr. Gary's one-year term and he was promptly confirmed by the Senate, while the nominations of other members, now serving under recess appointments, were held up until they could be questioned by members of the Senate Interstate Commerce Committee. His present term will expire July 1, but it is a foregone conclusion that he will be named to succeed himself for a seven-year term.

The new chairman of the Broadcast Division probably will be introduced to the broadcasting industry at the next NAB convention, scheduled for July 6 to 10 at Colorado Springs. He is expected to be called upon for an address.

Fishing and golf are the hobbies of Mr. Prall and he is proficient at both. When he golfed regularly a few years ago, he consistently shot in the low eighties. Last Aug. 1, when he was motoring to Canada with his close friend, Senator Wagner, of New York, to engage in piscatorial pursuits, their car was wrecked. Mr Prall suffered a fractured right leg, a slight concussion, and many cuts and bruises. He was confined to his home for nearly five months, but now gets about nicely on crutches, one of which he hopes to discard very soon.

Mr. Prall is a member of the Columbia Country Club of Washington, Fox Hills Club of Staten Island, a governor of the Down-Town Athletic Club of New York, and a member of the New Rochelle Yacht Club. He is a Mason, and attends the Dutch Reformed Church.

Time Charges Revised

(Continued from page 8)

of the consistently larger day-time audience on Sunday afternoon, a two-thirds rate has been inaugurated from 12 Noon to 6 P.M. on Sundays.

The new rate card becomes effective Feb. 23, 1935. Contracts may be signed before then at new or old rates. All advertisers with contracts at old rates on Feb. 23, 1935 will be protected at old rates until Feb. 23, 1936, for periods under contract at the prior date on which broadcasting is continuous, provided we are notified 60 days before the contract expiration date. But any station added to contracts written at old rates will likewise be figured at old rates.

Discount Rates

INFORMING affiliated stations of the new rate schedule, Herbert V. Akerberg, acting director of station relations in the absence of Vice President Sam Pickard, pointed to the advantages that should accrue to affiliated stations. The re-proportioning of individual station rates, he asserted, reduces the cost of many supplementary stations, but does not reduce the rates of station compensation as set forth in station contracts.

The station-hour discount, he declared, "enables the advertiser to increase his discount rate even by adding minimum-priced stations to his network. It gives equal weight to all stations, regardless of price, and equal weight to day-time and to night-time periods."

Finally, he declared, the additional 10% discount for 52 weeks of consecutive broadcasting, offers a premium for consistent advertising. "All of this has been designed with the interests of our stations in mind, in order to promote the sale of the largest number of stations for 52 weeks of consecutive broadcasting."

MAJ. J. T. CLEMENT, Washington represenatives of RCA Mfg. Co., who holds one decoration from the French government, was included in France's Jan. 1 lists for promotion to Commander of the Order of the Black Star.

Think of a "SPOT" between 1 and 10

....or between 8 and 12, morning or afternoon, IN LOS ANGELES, where you can get double the number of "spots" for the same money and do a successful job. KFWB puts all of Southern California on the spot for you at rates that are 50% to 60% less... For notable proof of "spot" results write to.....

KFWB LOS ANGELES

Owned and Operated by Warner Bros. Motion Picture Studios, Hollywood, Calif
Free & Sleininger, Inc; Exclusive Representatives

Court Delays Cut In Power of WLW

Appeal for a Permanent Order Set for Feb. 11

A TEMPORARY injunction, restraining the FCC from making effective its order reducing the night power of WLW from 500,000 watts to 50,000 watts, effective Feb. 1, because of interference allegedly suffered by CFRB, Toronto, Canada, operating on an adjacent wave, was granted Jan. 30 by the U. S. Court of Appeals for the District of Columbia. The stay order will be in force until Feb. 11 when the court will hear argument on the petition filed by WLW counsel, Louis G. Caldwell and Arthur W. Scharfeld, that a permanent stay order be issued to be effective until the Court decides the appeal from the action filed on Jan. 28.

The injunction was obtained after the FCC had rejected a suggestion from the Court made the preceding day, that the WLW decision be extended for a 15-day period while the court considered the plea for a stay order. This the FCC refused to do, upon suggestion of its general counsel, Paul D. P. Spearman, and on Jan. 30 Mr. Scharfeld informed the court of this action. It then granted the temporary stay.

Public Interest

THE APPEAL was from the FCC decision of Jan. 25, refusing, without notice or hearing, WLW's application for renewal of its license to use 500,000 watts at night after Feb. 1, but authorizing it to continue using that power during the day. If the decision is reversed, the appeal said, then WLW will present at a hearing arguments which it believes will demonstrate that public interest would be served by granting regular authority to use 500,000 watts and that such action would not be contrary to the provisions of any treaty with Canada, or any law or regulation.

Among other things, the petition brought out that if the FCC decision reducing the night power is sustained, it will render worthless an investment of more than $450,000 in the super-power plant; that millions of listeners will be deprived of WLW's programs, through the cut in power; and that WLW will be deprived of a large amount of advertising revenue, in that it will be forced either to reduce its rates or lose the business of certain advertisers who are willing to pay present rates only because of the 500,000 watts and will be unwilling to pay present rates for the "inferior service and decreased coverage afforded by operation of the station with power of 50 kw."

Further, it is contended that a dangerous precedent would be recognized by such an action, since on solely an "ex parte protest of a foreign government, American citizens and corporations holding licenses from the FCC can be subjected, either temporarily or permanently, to deprivation of their clear rights under the laws of the United States, to destruction of their investments, to loss of good will, and to other damage or injury, without possibility of redress and without any forum in which their just claims may be heard and decided."

Stations in Washington Raising Fund to Fight Appeal in KVOS Case

EFFORTS to raise a fund of $25,000 to carry through the case of Associated Press *vs.* KVOS, Bellingham, Wash., involving broadcasting of news, have been undertaken by Washington State Broadcasters. The NAB will act as the clearing house, because of the importance of a final adjudication to the broadcasting industry.

In an opinion Dec. 18, Judge John C. Bowen, of Seattle, upheld the unrestricted right of radio stations to broadcast news once it is published in the newspapers. An appeal to the Circuit Court of Appeals in San Francisco has been filed by the Associated Press, with the United Press signifying its intention of joining in the action.

More than likely, it is indicated, former Senator C. C. Dill (D.) of Washington, now practicing law in Washington, D. C., will be retained as chief counsel for KVOS and in the interests of the broadcasting industry. Senator Dill has been most active in his contention that news belongs on the air and that newspapers have done their utmost to prevent development of radio news.

Philip G. Loucks, NAB managing director, declared Jan. 23 upon his return from a trip through the South, that he found sentiment among broadcasters strongly in favor of final adjudication of the radio-press issue. The case, he asserted, probably will go to the U. S. Supreme Court.

The suit of the AP and three Washington newspapers against KVOS alleged that the station had "pirated" AP news dispatches from the newspapers. Judge Bowen held that the fact that stations, in broadcasting these news dispatches, do not do so for profit, and that radio therefore must be looked upon as a modern means of news dissemination which cannot be blocked for the protection of private investment in newspapers or press associations.

DR. F. V. ERNST, lawyer and journalist, has been appointed by the Swiss Federal Council as director of the Berne Bureau of the International Telecommunications Union, succeeding Dr. J. Raber, deceased. He took office Jan. 1, 1935.

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership	3rd
Automobile Ownership	5th
Radio Ownership	2nd
Industrial Payrolls	6th

Covered Thoroughly ONLY by

WTMJ

THE MILWAUKEE JOURNAL STATION

EDWARD PETRY & CO.

WEBR Converts Mansion Into New Station Home

A LITTLE THEATER with a seating capacity of 200 is one of the novel features of the commodious three-story home into which WEBR, Buffalo, has just moved. Rather than remain cramped in an unsuitable building in the high-rent district, H. H. Howell, president of the Howell Broadcasting Co., Inc., which operates WEBR, purchased a mansion on one of the city's finest streets. The structure has been completely remodelled, and into it has been introduced acoustical and technical devices of a revolutionary type. Though affiliated with ABC, WEBR does not intend to relinquish any of its highly local color.

"In our new home we have built four studios for local programs," explained Roy L. Albertson, general manager of WEBR. "A radio station that abandons its local features actually is committing suicide. It is all right to present outstanding network offerings, but experience has proved to us that we build far more goodwill and greater listener interest with a local hill-billy band than we do with the musical flights of an out-of-town symphony orchestra. In a sensible, constructive way we give a majority of the 1,500,000 people of this area what we know they want. Such a policy pays big dividends. Our business increased 47 per cent in 1934."

WGAR, Cleveland, announces acquisition of the Carnegie Hall Theatre as an auditorium studio.

The New 1935

McKittrick Directory

of

Advertisers

10,000 National Advertisers Officers, Sales and Advertising Managers, Advertising Agencies placing accounts, Account Executives, Appropriations.

Corrected Weekly

Entire service	**$75.00**
Eastern service	**40.00**
Western service	**40.00**

Write for particulars

George McKittrick & Co.

108 Fulton St., New York

185 No. Wabash Ave., Chicago

Fresh as a daisy

AFTER AN ALL-NIGHT RIDE ON

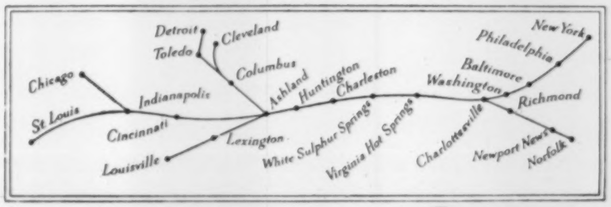
THE GEORGE WASHINGTON

THE SPORTSMAN THE F. F. V.

The Finest Fleet of Air-Conditioned Trains in the World

Passengers feel fresh as a daisy when they get off Chesapeake and Ohio's through trains. Genuine air-conditioning cleanses the air, humidifies it, tempers it to springlike mildness, and keeps it gently circulating. There is no extra fare.

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it



CHESAPEAKE and OHIO

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JAN. 15 TO JAN. 30, INCLUSIVE

Decisions . . .

JANUARY 15

NEW, Attala Brdcstg. Corp., Clarksdale, Miss.—Granted CP for new station 1210 kc 100 w unltd.

WREN, Lawrence, Kan.—Granted CP install new equip. increase from 1 to 5 kw D.

WSVA, Staunton, Va.—Granted modif. CP extend completion to 4-4-35.

KGIX, Las Vegas, Nev.—Granted modif. CP install new equip., increase from 100 w to 100 w N 250 w D, also change spec. hours.

WPAD, Paducah, Ky.—Granted license for CP change equip., increase from 100 to 250 w D.

WPAX, Thomasville, Ga.—Granted license for CP change equip., change hours, and authority to move transmitter locally.

WTRC, Elkhart, Ind.—Granted license for CP change equip., 1310 kc 50 w N 100 w D.

WWAE, Hammond, Ind.—Granted license for CP install new equip.

KFXJ, Grand Junction, Col.—Granted license for CP change equip. increase from 100 to 250 w D, 1200 kc, 100 w N unltd.

KJBS, San Francisco—Granted license for CP to install new equip., 1070 kc 500 w spec.

WPHR, Petersburg, Va.—Granted modif. CP extending completion to 2-15-35.

WLW, Cincinnati—Granted renewal license 700 kc 50 kw unltd.

WHDF, Calumet, Mich.—Granted modif. license to increase spec. hours.

KFJM, Grand Forks, N. D—Granted extension exp. auth. 250 w D.

WGCM, Gulfport, Miss.—Granted modif. license to move studio to Mississippi City, granted consent to voluntary assignment license to WCGM, Inc.

W8XCE, Pittsburgh—Granted renewal exp. license.

KFYR, Bismarck, N. D.—Granted modif. license to increase from 2½ to 5 kw D.

SET FOR HEARING—WNBX, Springfield, Vt., CP increase hours to unltd. 1 kw N and change antenna; NEW, Paul Sullivan Andrews, Lewiston, Me., CP new station 560 kc 250 w D; WCAE, Pittsburgh, CP change equip., increase from 1 to 5 kw D; NEW, Evangeline Brdcstg. Co., Lafayette, La., CP new station 1310 kc 100 w unltd.; NEW, Eugene DeBogory, d/b as Paris Brdcstg. Co., Paris, Tex., CP new station 1500 kc 100 w D; NEW, Nashville Brdcstg. Corp., Nashville, Tenn., CP new station 1370 kc 100 w unltd.; KADA, Ada, Okla., CP install new equip., increase from 100 W D to 100 w N 250 w D and from spec. to unltd.; NEW, KWIL Brdcstg. Co., D. A. Gibbs, Jr., & E. H. Snemorry, Williston, N. D., CP new station 1500 kc 100 w spec.; NEW, Natl. Battery Brdcstg. Co., Minneapolis, CP new station 1370 kc 100 w unltd.; WLBC, Muncie, Ind., CP change equip., increase from 50 w N 250 w D to 100 w N 250 w D and from simul. D, S-WTRC N to unltd.; NEW, The Journal Co, Milwaukee, Wis., CP new station 1010 kc 1 kw unltd.; KLS, Oakland, Calif., CP new equip., change from 250 w D to 250 w N 500 w D and from D to unltd.; WNEW, N. Carlstadt, N. J., modif. license to increase from 2½ to 5 kw D; WAAB, Boston, modif. license to increase from 500 w to 1 kw D; NEW, E. Texas Brdcstg. Co., Dallas, Tex., CP new station 1500 kc 100 w simul. D with KGKB and spec. N; KGKB, Tyler, Tex., modif. license to change hours from spec. to unltd. D, spec. N; WDRC, Hartford, Conn., modif license to increase from 2½ to 5 kw D; WNAC, Boston, CP move station locally, install new equip., change from 1230 to 830 kc, increase from 1 kw N 2½ kw D to 5 kw unltd., assume facilities of WHDH, transfer present facilities of WNAC to WHDH; NEW, J. C. & E. W. Lee, Riverside Brdcstg. Co., Riverside, Cal., CP amended to request location and request 250 w instead of 100 w, 820 kc D; NEW, Richard Field Lewis, Del Monte, Cal., CP amended to request transmitter site and unltd., 1210 kc 100 w; WLW Cincinnati, modif. license to increase from 50 to 500 kw.

ACTION ON EXAMINER'S REPORT—NEW, T. H. Barton, El Dorado, Ark.—Granted permission erect new station 1370 kc 100 w unltd., sustaining Examiner Hyde.

MISCELLANEOUS—KBOD, Denver, denied petition to reconsider action of 9-9-34 setting for hearing applic. to increase from 500 w to 1 kw D, denied petition to reconsider action of 12-11-34 setting for hearing applic. of KPOF, Denver, which also asks increase from 500 w to 1 kw D, denied request to cancel said hearings and grant both applic.; KDYL, Salt Lake City, granted permission intervene applic. Utah Brdcstg. Co.; NEW, William G. Demuth, Uhrichsville, O., CP new station 1420 kc 100 w D, heretofore set for hearing, denied for default; WNAC, Boston, modif. license from 1230 to 830 kc 1 kw unltd, heretofore set for hearing, dismissed because of new applic.; KLS, Oakland, Cal., modif. license to 1440 kc 250 w, heretofore set for hearing, dismissed at applicant's request; WGAR, Cleveland, modif, of license 550 kc 1 kw unltd., heretofore set for hearing, dismissed at applicant's request; WTCN, Minneapolis, modif. license 680 kc 500 w 1 kw LS unltd., heretofore set for hearing, dismissed at applicant's request; KGFI, Corpus Christi, Tex., exp. auth. 1500 kc 250 w unltd., heretofore set for hearing, dismissed at applicant's request; WSOC, Charlotte, N. C., exp. auth. 880 kc 250 w unltd., heretofore set for hearing, dismissed at applicant's request; NEW, Hoosier Brdcstg. Inc., Indianapolis, CP 1360 kc 1 kw unltd., heretofore set for hearing, dismissed at request of applicant.

SPECIAL AUTHORIZATIONS — KQW, San Jose, Calif., granted extension temp. auth. operate without monitor; KGCX, Wolf Point, Mont., granted temp. auth. additional hours; KSD, St. Louis, granted modif. temp. auth. extend time to obtain survey data to 2-22-35.

RATIFICATIONS:

WKEU, Griffin, Ga.—Temp. auth. continue operation pending hearing on protest filed by WRGA. (Action taken Dec. 29.)

WORK, York, Pa.—Modif. exp. auth. for survey to permit regular operation on 1320 kc. (Action taken Jan. 4.)

WHJB, Greensburg, Pa.—Granted temp, auth. operate spec. hours for special events. (Action taken Jan. 4.)

WROK, Rockford, Ill.—Granted temp. auth. operate without monitor pending repair. (Action taken Jan. 5.)

WPTF, Raleigh, N. C.—Granted extension temp. auth. use present transmitter as auxiliary to 1-19-35. (Action taken Jan. 5.)

WIEK-WIEL, New York—Authorized to operate pickup stations for special events. (Action taken Jan. 5.)

WHIO, Dayton, O.—Granted temp. auth. use testing transmitter. (Action taken Jan 9.)

W6XAI, Bakersfield, Calif.—Authorized to conduct tests for 30 days. (Action taken Jan. 9.)

WJBO, Baton Rouge, La.—Test period extended 30 days. (Action taken Jan. 9.)

WHIO, Dayton, O.—Granted modif. CP change equip., extend commencement date 30 days, completion to 90 days after 3-6-35. (Action taken Jan. 11.)

JANUARY 29

NEW, Ashland Brdcstg. Co., Ashland, Ky.—Granted CP new station 1310 kc 100 w unltd.

WHBD, Mt. Orab, O.—Granted CP change equip., move transmitter to Portsmouth, O.

WWJ, Detroit—Granted CP install new equip., move transmitter locally, increase from 1 to 5 kw, 1 kw N, unltd.

NEW, James R. Doss, Jr., Decatur, Ala—Granted CP new station 1370 kc 100 w D.

KGVO, Missoula, Mont.—Granted CP install new equip., move transmitter locally, change from 1200 to 1260 kc, increase from 100 w to 1 kw

WHB, Kansas City—Granted modif. license to increase from 500 w to 1 kw D.

WDAF, Kansas City—Granted modif. CP change equip., extend completion, granted license for CP 610 kc 1 kw N 2½ kw D unltd.

WIBW, Topeka, Kan.—Granted license for CP 580 kc 1 kw N 2½ kw D, shares KSAC; granted CP increase 2½ to 5 kw D.

WOW, Omaha—Granted CP move transmitter locally, change equip., increase 2½ to 5 kw D. Applic. to increase to 5 kw N set for hearing.

WDAF, Kansas City—Granted CP increase 1 to 5 kw D, change equip., applic. to increase N power set for hearing.

KFRU, Columbia, Mo.—Granted modif. license to increase from 500 w to 1 kw D.

KTUL, Tulsa, Okla.—Granted extension exp. auth. operate added 250 w N to 3-26-35.

WIP, Philadelphia—Granted exp. auth. increase from 500 w to 1 kw for three months.

KFAB, Lincoln, Neb.—Granted extension exp. auth. synchronize with WBBM from LS at Lincoln, Neb., to midnight CST.

WBBM, Chicago—Granted extension exp. auth. synchronize with KFAB from LS at KFAB to midnight to 8-1-35.

KMPC, Beverly Hills, Cal.—Granted renewal license three months 710 kc 500 w ltd.

WWL, New Orleans—Granted extension exp. auth operate unltd. 850 kc 10 kw 2-1-35 to 8-1-35.

KWKH, Shreveport, La.—Granted extension exp. auth. operate 1100 kc 10 kw D with conventional antenna and with directional antenna N to 8-1-35.

WTCN, Minneapolis—Granted modif. CP giving transmitter site, extend completion 90 days after 4-18-35.

KWTN, Watertown, S. D.—Granted modif. CP extend completion to 2-15-35.

KHJ, Los Angeles—Granted modif. CP extending completion to 5-1-35.

KFRC, San Francisco—Granted modif. CP extending completion to 5-1-35.

WLBF, Kansas City—Granted CP move transmitter and studio locally.

WNEL, San Juan, P. R.—Granted license for CP 1290 kc 500 w unltd.

KSEI, Pocatello, Idaho—Granted license for CP new equip., increase D power, change from 900 to 890 kc, move transmitter locally, 250 w N 500 w D unltd.

KGBX, Springfield, Mo.—Granted extension exp. auth. operate LS to midnight 1230 kc 500 w.

WIBA, Madison, Wis.—Granted extension exp. auth. operate added 500 w N with directional antenna to 4-1-35.

WCFL, Chicago—Granted renewal license for three months 970 kc 1½ kw ltd.

WHBL, Sheboygan, Wis.—Granted CP install new equip.

KSD, St. Louis—Granted modif. CP change equip., extend completion to 150 days after 2-1-35.

KOL, Seattle—Granted license move station locally, change equip., increase to 1 kw N 2½ kw D unltd. 1270 kc.

KQW, San Jose, Cal.—Granted license for CP to install new equip., increase from 500 w to 1 kw 1010 kc unltd.

WINS, New York—Granted modif. license to change name to Hearst Radio Inc.

WISN, Milwaukee—Granted modif. license to change name to Hearst Radio Inc.

KOIN, Portland, Ore.—Granted modif. license to increase 2½ to 5 kw D.

WHBU, Anderson, Ind.—Granted consent to transfer control to Leo M. Kennett and operate 1210 kc 100 w unltd.

WPTF, Raleigh, N. C.—Granted license to use old equip. as auxiliary.

KFBB, Great Falls, Mont—Granted exp. auth. change from 1280 to 610 kc to 4-1-35.

WJZ, New York—Granted extension spec. auth. to use 50 kw to 8-1-35.

WORK, York, Pa.—Granted extension spec. auth to use 1320 kc 1 kw N & D, unltd. to 8-1-35.

KGA, Spokane, Wash.—Granted petition reconsideration renewal applic.

WHJB, Greensburg, Pa.—Granted CP change equip.

NEW, Bell Telephone Labs. Inc., Whippany, N. J.—Granted CP spec. exp. station 560, 900, 1340 kc, 5 kw, 12-6 a.m; granted license for CP.

KQV, Pittsburgh—Granted extension exp. auth. operate simul. WSMK to 2-28-35.

WDBO, Orlando, Fla—Granted extension, temp auth. use added 750 w N to 3-1-35.

MISCELLANEOUS—WEAN, Providence, R. I., denied increase to 500 w N permanently, applic. for license set for hearing; KWTO, Springfield, Mo., denied reconsideration applic. for increased power; WKBF, Indianapolis, denied reconsideration applic. for increased power; KTUL, Tulsa, Okla., denied reconsideration applic for increased power; David Stern, New York, granted continuance of hearing set for Feb. 13 for new station 810 kc 500 w 6 AM to LS and asking facilities of WNYC and WCCO; Van Campen Adams, Rochester, Minn., granted applic. intervene applic. Soutnern Minn. Brdcstg. Co, and denied continuance; Utah State Federation of Labor, Salt Lake City, denied petition intervene applic. Utah Radio Educational Society for new station but may offer evidence; NEW, American Brdcstg. Co., Washington, D. C., CP 830 kc 100 w unltd., heretofore set for hearing, dismissed at applicant's request; WBK, Cleveland, modif. license, heretofore set for hearing, dismissed at applicants request; NEW, Natl. Battery Brdcstg. Co., St. Paul, CP new station 680 kc 500 w N 1 kw-LS unltd., heretofore set for hearing, dismissed at applicants request.

SET FOR HEARING—KARK, Little Rock, Ark., CP change equip, increase from 250 to 500 w N and 500 w to 1 kw D, change location; NEW, Eugene DeBogory, Dallas, Tex., CP 1550 kc 1 kw unltd. (exp.) and CP 1500 kc 100 w D and spec.; NEW, Price Siever, O. L. Bayless & J. W. Steele Jr., Duncan, Okla., CP 1500 kc 100 w unltd.; NEW, J. L. Scroggin, St Joseph, Mo., CP new station 1500 kc 100 w unltd.; NEW, Omaha Brdcstg. Co., Omaha, CP 1500 kc 100 w unltd.; NEW Miss. Valley Brdcstg. Co., Inc., Hannibal, Mo., CP 1310 kc 100 w unltd.; NEW, William B. Scullin, Salem, Ore., CP 1440 kc 500 w unltd.; NEW, WMAN Brdcstg. Co., Mansfield, O., CP 1370 kc 100 w unltd.; WISN, Milwaukee, CP move locally, install directional antenna, increase 250 w to 1 kw N; NEW, Eagle Rock Brdcstg. Co., Eagle Rock, Cal., CP 1160 kc 250 w D; KYA, San Francisco, CP new equip., increase 1 to 5 kw D; KIEM, Eureka, Cal., CP change equip., move transmitter locally, change from 1210 to 1450 kc and 100 to 500 w; WWPA, Clarion, Pa., Modif. CP extend commencement; NEW, Wm A. Schall, Omaha, Neb., CP amended 1420 to 1500 kc; NEW, Norman F. Storm, Centralia, Wash., CP amended to D only; WLNH, Laconia, N. H., modif. to increase from D to unltd; KFRU, Columbia, Mo., modif. hours; KGKO, Wichita Falls, Tex., modif. exp. auth 1 kw N; KGBX Inc., St. Joseph, Mo., CP amended to 1500 kc 100 w unltd.; WDRC, Hartford, Conn., CP new station 1200 kc 100 w unltd.; NEW, Brothers & England, Mansfield, O., CP 1370 kc 100 w unltd.; NEW, Jesse H. Jay, Miami, Fla., CP 1200 kc 100 w unltd.; KGBX Inc., Sedalia, Mo., CP new station 1210 kc 100 w unltd.; NEW, Miss. Valley Brdcstg. Co Inc., Jefferson City, Mo., CP 1310 kc 100 w D; NEW, Joplin Brdcstg.

Decisions (con't) . . .

Co., Pittsburg, Kan., CP 1200 kc 100 w D; WHFC, Cicero, Ill., CP new equip., increase 100 to 250 w D; KSOO, Sioux Falls, S. D., modif. from 1110 to 780 kc, decrease 2½ to 1 kw N, change hours from ltd. to unltd. except when KFDY operates.

RATIFICATIONS

KMBC, Kansas City, granted extension temp. auth. use aux. transmitter N. (Action taken Jan. 21.)

WHIO, Dayton, O.—Granted auth. operate non-directional antenna 30 days from Feb. 9. (Action taken Jan. 21.)

WLIT, Philadelphia—Granted temp. auth. use WFI transmitter 30 days. (Action taken Jan. 21.)

William A. Schall, Omaha—Denied reconsideration of action setting applic. for new station for hearing. (Action taken Jan. 20.)

Broadcasters of Penna., Inc.—Dismissed court appeal from grant of applic. of Leo J. Omelian for CP new station at Erie, Pa., and CP reinstated. (Action taken Jan. 22.)

WCBA, Allentown, Pa.—Granted extension exp. auth. 500 w to 3-26-35. (Action taken Jan. 24.) WSAN, Allentown, same.

Hubert H. Hall—Denied suspension of CP to Leo J. Omelian for new station at Erie, Pa.

Applications . . .

JANUARY 15

NEW, Clarence Wheeler, Rochester, N. Y.—CP new station 1210 kc 100 w D, amended to 250 w.

WCAO, Baltimore — CP change antenna, increase from 500 w. 1 kw-LS to 1 kw.

WICC, Bridgeport, Conn.—License for CP install new equip., increase power.

WLBZ, Bangor, Me.—License for CP to increase power and change equip.

WOCL, Jamestown, N. Y.—Voluntary assignment license to Edward J. Doyle.

WEAN, Providence, R. I.—Extension exp. auth. for additional 250 w N to 9-1-35.

WLW, Cincinnati—Extension exp. auth. for 500 w, using W8XO transmitter to 8-1-35.

WPHR, Petersburg, Va.—Modif. CP to move transmitter and extend completion date, amended to change site.

NEW, G. L. Burns, Brady, Tex.—CP new station 1510 kc 100 w, 250 w D, ltd., amended to 1210 kc 100 w D.

KWKH, Shreveport, La.—License for modif. spec. auth. operate unltd. 1100 kc.

WMFD, Wilmington, N. C.—Modif. CP new station 1370 kc 100 w D to request extension completion 4-11-35.

KWKH, Shreveport, La.—Extension spec. auth. to operate unltd. 1100 kc.

WFLA-WSUN, St. Petersburg & Clearwater, Fla.—Extension exp. auth. 1 kw 5 kw D to 9-1-35.

WLBF, Kansas City—CP move transmitter locally and change antenna.

NEW, Walker Jamar, Duluth—CP new station 1200 kc 100 w unltd.

KSO, Des Moines—CP move transmitter locally.

NEW, W. B. Greenwald, Hutchinson, Kan.—CP new station 1420 kc 100 w unltd.

NEW, Robert K. Herbst, Fargo, N. D.—CP new station 1310 kc 100 w unltd.

NEW, Head of the Lakes Brdcstg. Co., Virginia, Minn.—CP new station 1370 kc 100 w unltd.

NEW, Milwaukee Brdcstg. Co., Milwaukee—CP new station 1310 kc 100 w D.

WBBM, Chicago — CP increase from 25 to 50 kw, change equip., amended to change hours from simul.-D, shares KFAB N, to unltd. D, synchronize KFAB N.

WNAX, Yankton, S. D.—Modif. CP authorizing increase in power, change equip., move transmitter, to request extension completion to 7-18-35.

NEW, E. L. Sherman & H. L. Corley, Trinidad, Col.—CP new station 1370 kc 100 w unltd.

NEW, W. L. Gleason, Sacramento, Cal.—CP new station 1490 kc 5 kw D as amended.

KTFI, Twin Falls, Idaho—Modif. license from 1240 to 630 kc.

W6XAI, Bakersfield, Cal.—License for 1550 kc 100 w.

APPLICATIONS RETURNED—NEW, P. A. McBride, Ironton, O., CP new station 1500 kc 100 w unltd.; NEW, Herman Lippe, Del Rio, Tex., CP new station 1010 kc 100 w unltd.; WAGF, Dothan, Ala., CP change equip, increase from 100 w to 100 w 250 w D; NEW, Geo. D. Barber, Mineral Wells, Tex., CP new station 1420 kc 100 w spec.; WSGN, Birmingham, Ala., license for CP as modified to increase D power, change equip.; NEW, Ray J. Arend, Rochester, Minn., CP new station 950 kc 100 w unltd.; NEW, M. E. Armstrong, Austin, Minn., CP new station 1200 kc 100 w, 125 w D; WCBS, Springfield, Ill., CP change equip, change from 1210 to 1370 kc, change hours from S-WTAX to unltd.; NEW, W. C. Miner, Rock Springs, Wyo., CP new station 940 or 950 kc 500 w unltd.; NEW, Joseph H. Hallock, Vancouver, Wash., CP new station 1500 kc 100 w D; NEW, Harold H. Hanseth, Fresno, Cal., CP new station 1410 kc 1 kw unltd.; KGMB, Honolulu, CP move transmitter locally.

JANUARY 17

WTBO, Cumberland, Md.—Transfer of corporation control from Herbert Lee Blye; 74 shares to Frank V. Becker, 75 to Roger W. Clipp.

WORC, Worcester, Mass.—Exp. auth. change equip., use 1280 kc 1 kw unltd., directional antenna to 4-1-35.

WLWL, New York—Modif. license to increase from spec. to unltd., change from 1100 to 810 kc, facilities of WNYC, amended to request also facilities of WCCO.

WKEM, New York (portable)—Modif. license to change name to Hearst Radio Inc.

NEW, P. A. McBride, Ironton, O.—CP new station 1500 kc 100 w unltd.

WLEU, Erie, Pa.—Modif. CP new station 1420 kc 100 w 250 w D unltd. to request further change in equip.

WADC, Akron, O.—License for CP as modified to install new equip., increase from 1 kw to 1 kw 2½ kw D.

WREC, Memphis—Extension spec. auth. 1 kw 2½ kw D to 9-1-35; CP increase from 500 w N 1 kw D to 1 kw 2½ kw D, change equip., amended to omit increase in power.

KGBX, Springfield, Mo. — Extension exp. auth. 1230 kc 500 w LS to midnight to 6-1-35.

WLBF, Kansas City—Transfer of control to Kansas City Kansan.

KYA, San Francisco—CP new equip., increase from 1 kw to 1 kw 5 kw D.

KIT, Yakima, Wash.—Modif. CP change equip., increase 100 to 250 w D to request extension completion to 4-11-35.

KFL, Seattle, Wash.—Modif. license to change from 1370 to 1070 kc, hours from sharing KRKO to D.

APPLICATIONS RETURNED—KFUO, Clayton, Mo.; WLIT, Philadelphia; WFI, Philadelphia.

JANUARY 18

WJAR, Providence, R. I. — CP change equip., move transmitter locally.

WESG, Ithaca, N. Y.—Modif. license to change from 1040 to 850 kc.

WDAF, Kansas City—Modif. CP increase to 5 kw, change equip., extend completion date, amended to change from modif. CP to CP and omit request for extension completion date; modif. CP increase from 1 kw to 1 kw 2½ kw D, install new equip., change completion to 1-30-35; license to cover CP as modified.

WIBW, Topeka, Kan.—Modif. license to use old transmitter as auxiliary when licensed for 2½ kw.

WCBS, Springfield, Ill.—Modif. license from 1210 to 1370 kc, change hours from share WTAX to unltd.

KFPY, Spokane, Wash.—CP new equip., increase from 1 kw to 1 kw 5 kw D.

APPLICATIONS RETURNED—NEW, Conn. Brdcstg. Co., New Britain, Conn., CP new station 1270 kc 100 w unltd.; NEW, Jack W. Hawkins & Barney H. Hubbs, Pecos, Tex., CP new station 1420 kc 100 w unltd.; NEW, News Brdcstg. Co., St. Joseph, Mo., CP new station 1500 kc 100 w 250 w D unltd. or N; NEW, G M Electric Service Co., Stevensville, Mont., CP new station 1490 kc 20 w unltd.

JANUARY 22

WHN, New York — CP change equip., increase 1 to 5 kw D.

WICC, Bridgeport, Conn.—Modif. license to increase from 500 w 1 kw D to 1 kw N & D.

WMBG, Richmond, Va. — CP change from 1210 to 1350 kc, install new equip., increase from 100 to 500 w, move transmitter locally.

WTAW, College Station, Texas—Modif. license to change spec. hours.

WAGF, Dothan, Ala.—CP change equip., increase from 100 to 250 w D, change hours from D and spec. Sunday to D only.

WDAE, Tampa, Fla.—Modif. exp. auth. install new equip., increase from 1 kw 2½ kw D to 1 kw 5 kw D to 4-1-35.

WMC, Memphis—Auth. determine power by direct measurement of antenna.

WSGN, Birmingham — Modif. CP change equip., increase from 100 w to 100 w 250 w D, request extension completion to 2-15-35.

KGBX, Springfield, Mo. — Modif. exp. auth. for approval transmitter site.

NEW, LeRoy Haley, Durango, Col.—CP new station 1370 kc 100 w unltd.

KGIM, Stockton, Cal.—Modif. license to operate 250 w 9-12 p. m., amended to 1 kw, ltd.

NEW, Paul R. Heitmeyer, Salt Lake City—CP new station 1210 kc 100 w D.

KGCX, Wolf Point, Mont.—Modif. license to change spec. hours.

APPLICATIONS RETURNED — WSGN, Birmingham, voluntary assignment license; WJBO, Baton Rouge, La., voluntary assignment permit, requests call letters of WBRG.

JANUARY 23

NEW, Rochester Brdcstg. Co. Inc., Rochester, N. Y.—CP new station 1210 kc 250 w D.

WHIS, Bluefield, W. Va —CP new equip., increase from 250 w to 250 w 500 w D.

WCBA, Allentown, Pa. — Extension exp. auth. additional 250 watts to 3-26-35.

WSAN, Allentown, Pa. — Extension exp. auth. 500 w to 3-26-35.

WMFJ, Daytona Beach, Fla. — Modif. CP new station 1420 kc 100 w unltd. to move transmitter and studio locally, extend completion date.

KIUJ, Santa Fe, N. M.—Modif. CP new station 1310 kc 100 w unltd., to move transmitter and studio locally, extend commencement date.

KFRC, San Francisco—CP to increase from 1 to 5 kw N, move transmitter.

APPLICATION RETURNED — KBTM, Jonesboro, Ark. — License for CP as modified to move from Paragould, Ark., to Jonesboro.

(*Continued on page 46*)

Standard Signals On New Schedules

THE SCHEDULE of standard frequency emissions from WWV, Bureau of Standards station at Beltsville, Md., has been enlarged to provide better service for stations adjusting their transmitters to exact frequency. Emissions are to be heard two days a week instead of one and will be on three frequencies, 5,000, 10,000, and 15,000 kc instead of the single 5,000.

With the use of three frequencies no night emissions will be necessary since the signals will reach all distances in the daytime, whereas the 5000 kc signal would reach only a few hundred miles in daytime. Starting Feb. 1 and continuing each Tuesday and Friday except holidays, the schedule will be as follows: Noon to 1 p.m., 15,000 kc; 1:15 to 2:15 p.m., 10,000 kc; 2:30 to 3:30 p.m., 5,000 kc.

Emissions consist mainly of continuous unkeyed carrier frequency giving a continuous whistle with an oscillating receiver. For the first five minutes the general call (CQ de WWV) and the announcement of the frequency are transmitted. The frequency and call letters then are given every 10 minutes. Accuracy is better than 1 part in five million at all times. Any frequency may be checked by using the harmonics. Further data is given in a pamphlet which may be obtained from the National Bureau of Standards, Washington, D. C..

WANTED:
100 ENGINEERS
TO MAKE A TEST!

. . . to prove for themselves what a number of large studios have discovered—that the Amperite SR-80 Velocity is definitely the leading microphone in the professional class—and that it's the easiest way to improve any installation! Now, a TWO-WEEKS TRIAL is offered, and limited, to 100 responsible broadcast engineers. Get the details of this offer, and the 7-points of superiority of the SR-80, in our illustrated *Bulletin F2.* Write for it now!

AMPERITE Corporation 561 BROADWAY NEW YORK

AMPERITE Velocity MICROPHONE

. . . Precision

is the Prime factor of all PIEZO ELECTRIC CRYSTALS. Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% before they leave our laboratories in order to meet our own specifications.

New Low Prices!

LOW
TEMPERATURE
CO-EFFICIENT
CRYSTALS

These LOW TEMPERATURE COEFFICIENT CRYSTALS are supplied in Isolantite Air-gap Holders in the 550-1500 Kc. band at only

$50.00 each
Complete

Prompt Delivery Assured
We maintain a Monitor Service

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Send for our price list and booklet

Dept. B-2-5.

Applications (Cont.) . . .

JANUARY 24

NEW, Connecticut Brdcstg. Co., New Britain, Conn.—CP new station 1270 kc 100 w unltd., amended to 1370 kc.

WEHC, Charlottesville, Va.—Exp. auth. operate simul N with WEED 60 days.

WFI, Philadelphia—Modif. license to change hours from shares—WLIT to unltd., requests facilities of WLIT.

WKRC, Cincinnati—Modif. CP for equip. changes, increase from 500 w to 2½ kw D, extension completion to 4-29-35.

KFPL, Dublin, Tex.—CP change equip., increase from 100 w to 100 w 250 w D.

WSPA, Spartanburg, S. C.—Modif. CP move transmitter locally, change equip., change from 1420 to 920 kc, increase from 100 w 250 w D to 1 kw and hours from unltd. to D, requesting further equip. changes.

WDAF, Kansas City—Auth. determine operating power by direct measurement of antenna.

NEW, Black Hills Broadcast Co., Rapid City, S. D.—CP new station 1370 kc 100 w unltd.

NEW, L. E. Robideaux, Bend, Ore.—CP new station 1500 kc 100 w 250 w D unltd.

APPLICATION RETURNED — NEW, Victor B. Pitts, Baton, N. M., CP new station 1500 kc 50 w unltd.

JANUARY 26

WFAS, White Plains, N. Y.—CP new equip., increase from 100 w to 100 w 250 w D.

WJMS, Ironwood, Mich.—CP move transmitter locally.

WWL, New Orleans—Extension exp. auth. operate unltd. to 8-1-35.

WAMC, Tuscaloosa, Ala.—Modif. CP as modified to move transmitter locally, change equip., extend completion 90 days.

WHEF, Kosciusko, Miss.—CP move transmitter locally.

WMFD, Wilmington, N. C.—Modif. CP as modified for new station 1370 kc 100 w D, requesting approval transmitter site, install freq. monitor, extend commencement.

KTUL, Tulsa, Okla.—Extension exp. auth. 500 w N to 3-26-35.

WPTF, Raleigh, N. C.—Extension exp. auth. operate to 8 p.m. PST 1 kw to 8-1-35.

NEW, Ray J. Arend, Rochester, Minn.—CP new station 950 kc 100 w unltd., amended to 1200 kc, change equip.

WIBA, Madison, Wis.—Extension exp. auth. 500 w additional N to 4-1-35.

WMBH, Joplin, Mo.—Exp. auth. 1380 kc 250 w directional antenna 6 months.

NEW, Joseph H. Hallock, Vancouver, Wash.—CP new station 1500 kc 100 w D.

Examiner's Reports . . .

WKOK, Sunbury, Pa., and WBAX, Wilkes-Barre, Pa. — Examiner Walker recommended (1-18) that applications of John H. Stenger Jr., (WBAX) for renewal of license and CP be denied and that applications of Sunbury Brdcstg. Corp. (WKOK) for renewal of license and CP be granted.

WBNX, New York—Examiner Walker recommended (1-19) that applic. for renewal be granted and that applic. for exp. auth. be denied.

"DON C," announcer on Household Finance's *Eye-Opener program* over WAAF, Chicago, recently was blackjacked on his way home from work and robbed of his salary, coming to in the police station just about the time the bells were ringing in the New Year.

Inquiry Is Sought Into Line Charges

THE QUESTION of line charges in telephone hookups if radio broadcasing will form a portion of the projected broadening of the FCC's investigation into the American Telephone and Telegraph Co. and its subsidiaries under the authority of the joint resolution introduced in Congress Jan. 24 by Chairmen Wheeler and Rayburn of the Senate and House Interstate Commerce Committees. The resolution extends the scope of the Commission's investigation of the telephone system and allots an appropriation of $750,000 for the inquiry.

Chairman Walker of the Telephone Division said the investigation would be speeded up if the resolution is adopted by Congress, and the Commission staff of accountants and examiners will be augmented. He believes the entire investigation will not last more than 18 months. The Commission would go into all by-product activities of the telephone company and "propaganda," advertising and political activities.

The annual cost to broadcasting stations for telephone line hookups is estimated between $8,000,000 and $10,000,000.

Retail Census by Areas Analyzes Sales for Year

WILLIAM L. AUSTIN, director of the Bureau of the Census, Department of Commerce, announced Jan. 21 the completion of a special report of the *Census of American Business* which brings together in convenient form the number of stores and their sales in each of 11 major kind-of-business classifications, for every county in the United States and for every incorporated city and town having a population in 1930 of 2,500 or more.

Similar information for cities of more than 10,000 population, but not for smaller areas by kinds of business, has been published in a series of *State Reports*, starting last August and reaching completion Dec. 3 when the *U. S. Summary of Retail Distribution* was published. This report continues the analysis, by 11 major business groups, into areas below 10,000 population and also summarizes in a single volume the data for larger cities contained in the several *State Reports*.

Granted Power Boosts

Increases in day powers to 5,000 watts were granted by the FCC Jan. 29 to WWJ, Detroit; WDAF, Kansas City; WIBW, Topeka; WOW, Omaha, and KOIN, Portland, Ore. WHB, Kansas City, and KFRU, Columbia, Mo., were given 1,000 watts day, and KOL, Seattle, was increased in day power to 2,500 watts. KQW, San Jose, Cal., was authorized to go to 1,000 watts, and KGVO, Missoula, Mont., was authorized to shift to 1260 kc. and increase power from 100 to 1,000 watts.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

FREQUENCY MONITORING SERVICE
Reference frequencies derived from the National Standard of Frequency of the National Bureau of Standards by continuous leased wire service.
For 24-hour Service
Phone GREENWOOD 2134
Washington Institute of Technology
Washington, D. C.

PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Location Investigations

R. C. POWELL
Broadcast Station
Design
Erection
Maintenance
General Motors Bldg., New York City

RADIO ACCOUNTING SYSTEM INSTALLATION
R. V. Wilson, C.P.A.
509 Plain Dealer Building
Cleveland, Ohio
'Phone: Cherry 4404

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET **NEW YORK, N. Y.**

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Radio Salesman Wanted

Opportunity for radio salesman who has proven his ability to sell radio program contracts. Only station in midwest city of 200,000—500 watts. Prefer man with successful record on similar station. Commission and drawing account—excellent opportunity. Write full details of past experience. Box 267 BROADCASTING.

Wanted

Experienced Commercial Manager to direct Sales and Studios—Excellent opportunity—low power station with full time chain connections. Give full details, experience, references, etc. Box 270, BROADCASTING.

Situations Wanted

Commercial manager, thoroughly experienced; knows station operation from start to finish; been on present job since 1929; wants progressive station spot with opportunity to go someplace; can furnish finest of references and sales records; prefers station that really wants a man who can produce. Will go any place for right job. Box 276, BROADCASTING.

University man (Northwestern and North Carolina) desires permanent advertising connection, preferably agency or radio. Has had research, copy, layout, and selling experience in advertising agencies. Also three years' newspaper training. Age 24. Single. Good personality. Salary not as important as opportunity with high-grade agency or station organization. Excellent references. Box 278, BROADCASTING.

Former owner of one of America's largest radio stations, thoroughly acquainted with all phases of radio broadcasting, is willing to manage a radio station where owner will cooperate, and will guarantee to show profits within a period of one year. Box 269, BROADCASTING.

Station manager having years of experience in all departments of a radio station desires to change. Interested in local or chain station. Excellent record and knows radio from every angle. Good reason for desiring change. Box 277, BROADCASTING.

Experienced program builder and director, musical director, continuity writer, announcer, violinist and orchestra leader. Eight years experience. Fine recommendations. Box 272. BROADCASTING.

Young radio engineer, operator, announcer desires connection with some station. Will go anywhere. Am graduate of CREI. Also have money to invest in some proposition. Box 268, BROADCASTING.

Triple-threat man desires change. Engineer-director-commercial. Have definite plan for awaking local stations. Write Box 275. BROADCASTING.

Licensed operator-announcer available. Five years experience, major network and independent stations. College graduate. Married. Box 273. BROADCASTING.

Experienced announcer, successful and progressive broadcast engineer. Now employed. Excellent references. Box 274. BROADCASTING.

Station Wanted

Commercial man interested in renting leasing or buying one to five hundred watt radio station. South preferred. Box 271. BROADCASTING.

There is Great Celebration in OHIO'S MIAMI VALLEY

Where A Welcome New Link Is Added To The Famous NBC Red Network

The opening of station WHIO on February 9th offers the national advertiser a new and unusual opportunity to reach and sell the vast radio audience in Ohio's Miami Valley. Heretofore it has been impossible to buy such intense radio circulation in this rich market. Since the beginning of radio broadcasting, Miami Valley families have depended upon programs of local stations with limited appeal, or programs of far distant stations entirely out of the area. Consequently, they are completely aroused at the prospect of having their first "big" and thoroughly modern station, and enthused in anticipation of receiving, locally, their favorite programs of the famous NBC Red Network.

Here is a virgin market which the network advertiser has never been able to cover adequately. By the addition of WHIO to the Red Network the circulation of this powerful selling media is greatly intensified, and a tremendous new potential audience is uncovered.

For these reasons, WHIO is a natural for selling the Miami Valley.

WHIO

1,000 WATTS DAYTON, OHIO

NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Subsidiary

NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO